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ABSTRACT

To determine students' awareness of and satisfaction with matriculation services, California's San Diego Community College District (SDCCD) surveyed 20,448 re-enrolling credit students in fall 1991 and spring 1992 at the District's City, Mesa, and Miramar Colleges and Educational Cultural Complex. Specifically, the survey sought data on student demographics, educational background, and satisfaction with orientation, assessment and placement, counseling and advising, and other matriculation services. From the original sample, a final sample was selected of students who originally enrolled in fall 1990, were transfer or degree oriented, and had used at least one service. The result was a pool of 7,086 responses. Study findings, focusing on responses for San Diego City College (SDCC) compared to results for the rest of the District, included the following: (1) 81% of SDCC respondents rated orientation as good or excellent, compared to 79% for the rest of the District; (2) although 69% of SDCC respondents rated advisement and counseling as good or excellent, 30% rated them as fair or poor; (3) 78.7% of SDCC respondents agreed that the services they received had helped them to clarify their educational goals, compared to 75% for the rest of the District; and (4) 31.7% of SDCC students indicated that they used all the matriculation services. Graphs of districtwide responses by student ethnicity and the survey instrument are appended. (HAA)

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Matriculation in the SDCCD:

Student Satisfaction and Equity in Matriculation Services

William B. Armstrong

Research & Planning

1993

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JC 960 496

Matriculation in the SDCCD:
Student Satisfaction and Equity in Matriculation Services
Student Survey

Purpose

This study responds to state guidelines regarding the evaluation of Matriculation programs and services. One method outlined in guidance from the State Chancellor's Office of the California Community Colleges (SCOCCC) to evaluate matriculation services is to gather student satisfaction data (SCOCCC, 1989). This study seeks to determine the level of awareness, use, and satisfaction with certain components of the Matriculation services offered by the colleges in the San Diego Community College District.

This study was conducted using a survey instrument following the guidelines recommended in the Matriculation Local Research Options guide produced by the Southern California Community College Institutional Research Association (SCCCIRA) and the Northern California Community College research organization, (NORCAL)[1] under sponsorship from the SCOCCC. However, because of space limitations and the survey methodology used, many questions included in the model survey were not included or modified. Thus the survey results reported here provide an overview of the most general indicators of satisfaction and awareness reported by respondents.

Method

Using a suggested format obtained from the Local Research Options Project (SCOCCC, 1989) a survey was developed and attached to the registration mailer sent

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[1] These two groups have now merged into a single statewide organization called the Research and Planning (RP) Group of the California Community Colleges.

to all continuing credit students attending City, Mesa, or Miramar Colleges or the Educational Cultural Complex (ECC). The questionnaire contained demographic and educational background questions, and questions pertaining to student satisfaction with several important components of matriculation. These components include orientation, assessment and placement, counseling and advising, and educational plan development. Students were asked to complete the questionnaire and return it with their registration materials. The survey instrument was detached from the mail-in registration form by admissions staff at the colleges and forwarded to Research and Planning for data input, coding, analysis, and reporting.

Sample

The data in this report include students re-enrolling during either the Fall, 1991, or Spring, 1992, semesters. After the surveys were returned to the Research and Planning office, staff keypunched the survey responses into an electronic database which was then converted for analysis with SPSS statistical software. The preliminary results of the first round of data collection from the fall, 1991 student sample (N=8,000) was presented to the student services deans and matriculation coordinators from each of the colleges, ECC, and the central office during summer, 1992. This group recommended that a second semester of data (spring, 1992) be included in order to increase the reliability of the findings and to compensate for non-respondents. They also suggested that the criteria for inclusion in the study be limited to students enrolling after fall, 1988 because of the differences in the phase-in of the various Matriculation components at each of the colleges. Data entry was begun for the spring, 1992 students shortly thereafter in September, 1992. This second phase of data entry included 12, 448 surveys. The fall, 1991 and spring, 1992 files were merged and converted for coding and statistical analysis. In total, 20,448 surveys were entered for analysis.

The relatively large size of the original sample proved to be important once the criteria for inclusion in the study were applied. As described above, the purpose of the survey was to gauge the level of awareness, use, and satisfaction with certain

matriculation services offered at in the SDCCD. Thus, the target group for this study was non-exempt[2] continuing students in the SDCCD. Although a student may know whether they are "exempt" from Matriculation, it is also possible that such technical jargon may mean little to them. They often will know however if they participated in an orientation session for new students, or took an assessment test, saw a counselor, and worked out a course of study to meet their educational goal. The survey did not ask students if they were "matriculating," but matriculants were identified by their responses to several questions related to matriculation status. These included first term of enrollment, educational goal, and use of any matriculation services. This construct of selected responses was used to identify matriculating students for the study.

The target group was all non-exempt SDCCD students enrolling after matriculation services were in place at the colleges and who received the basic services of orientation, assessment, counseling, and educational plan development. Although the SDCCD has been offering matriculation services for the last several years at each of the colleges, it was decided that students first enrolling in fall, 1990 would be selected. This reduced the original sample of 20,448 to 12,002. The second criterion applied was that only students indicating a educational goal of the Associate's degree or transfer to a four-year college or university would be included. This further reduced the sample from 12,002 to 8,062. Finally, students had to indicate that they used at least one of the matriculation services identified on the survey. This reduced the sample from 8,062 to 7,086, or approximately 35% of the original survey sample. Even with these criteria, not all students could identify or respond to questions about certain matriculation components either because they had not participated in that component, or perhaps knew of the service by a different name. For example, a clear majority of students could identify and rate their satisfaction with the assessment process, but far fewer could respond to and

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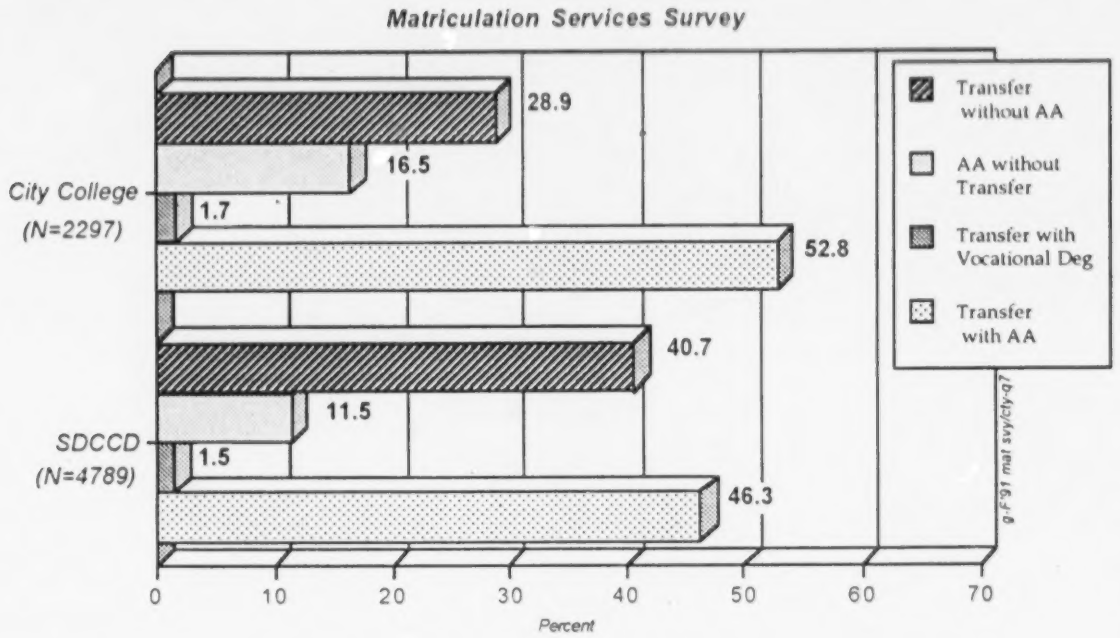
[2] "Non-exempt" refers to students who are required to participate in matriculation services such as assessment, counseling, and educational plan development. This is generally students with a degree goal. "Exempt" students are those who enroll for personal or avocational reasons, or those who already have a degree.

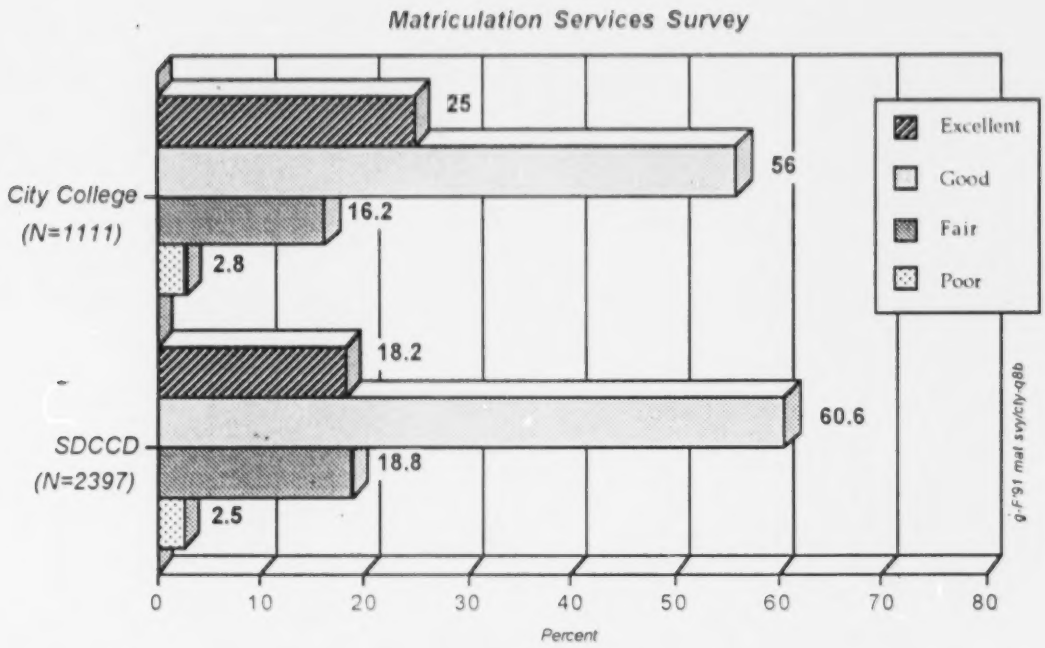
rate the orientation services satisfaction question. Students need to have a skill level in order to enroll in several degree and transfer applicable courses, and most of the time these skill levels are obtained from scores on assessment tests in conjunction with counselor judgment. However, orientation, while strongly recommended for students, is not required to enroll in classes, thus many students may not take advantage of this service. Or, students might have attended an orientation session, but identify it by another name. Thus, the satisfaction data reported below include only students who responded to the question. This may assist college and district staff to identify areas where awareness seems low and make adjustments accordingly.

The following graphs compare City College and the rest of the district (SDCCD) in students' response to the survey questions.



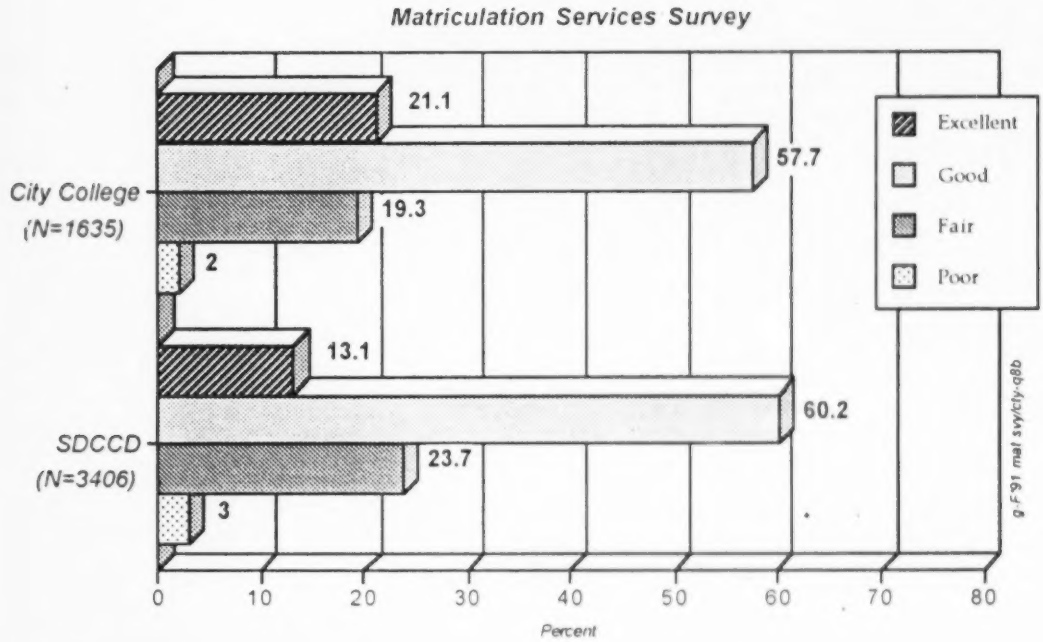
Q7: Please indicate your educational goal

A large proportion of students indicated transferring to a four-year university as one of their educational goals. This finding was not surprising given that intention to get a degree was one of the criteria used to select students for inclusion in the final sample. Compared to the average of other colleges (the SDCCD), more students at City College aimed to earn an associate degree with or without transferring to a four-year university.



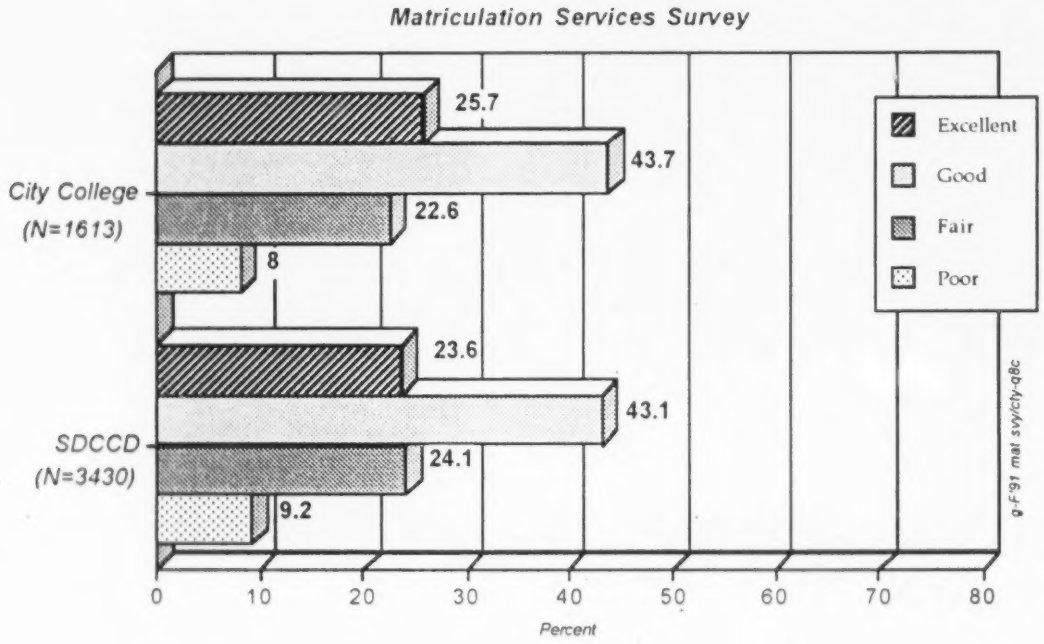
Q8a: Please indicate your satisfaction with Orientation

Approximately three quarters of students considered the orientation "excellent" or "good."[1] The proportion of students who rated the orientation as "excellent" was slightly higher at City College than the SDCCD.



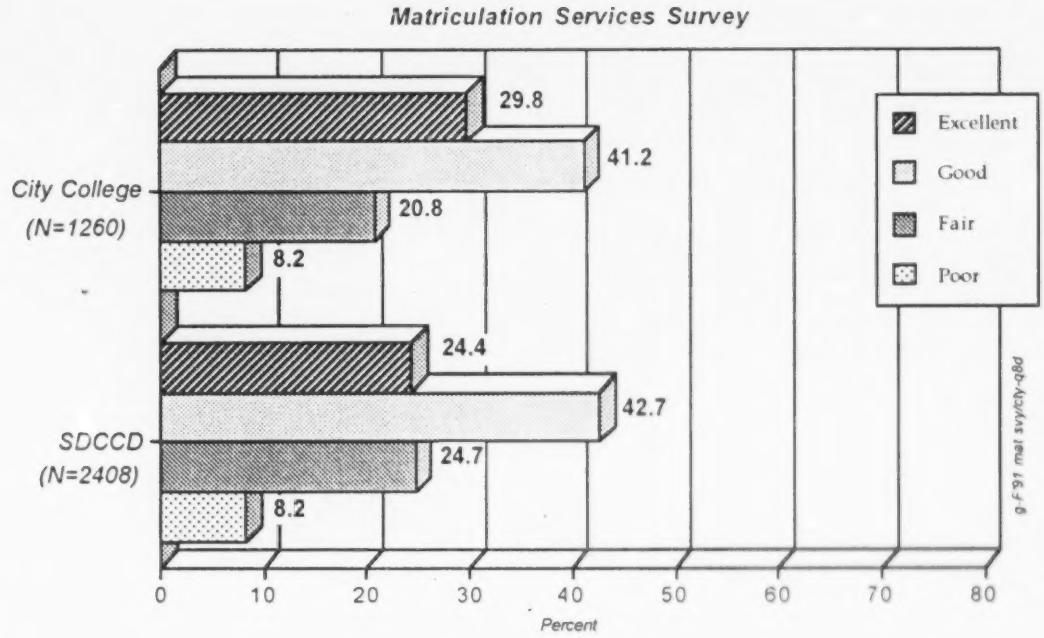
Q8b: Please indicate your satisfaction with Reading and Math Assessment

Most students at City College and the SDCCD rated the assessment process as "excellent" or "good." Approximately one-fifth of City College students indicated the assessment was "excellent." This ratio was slightly higher than the SDCCD.



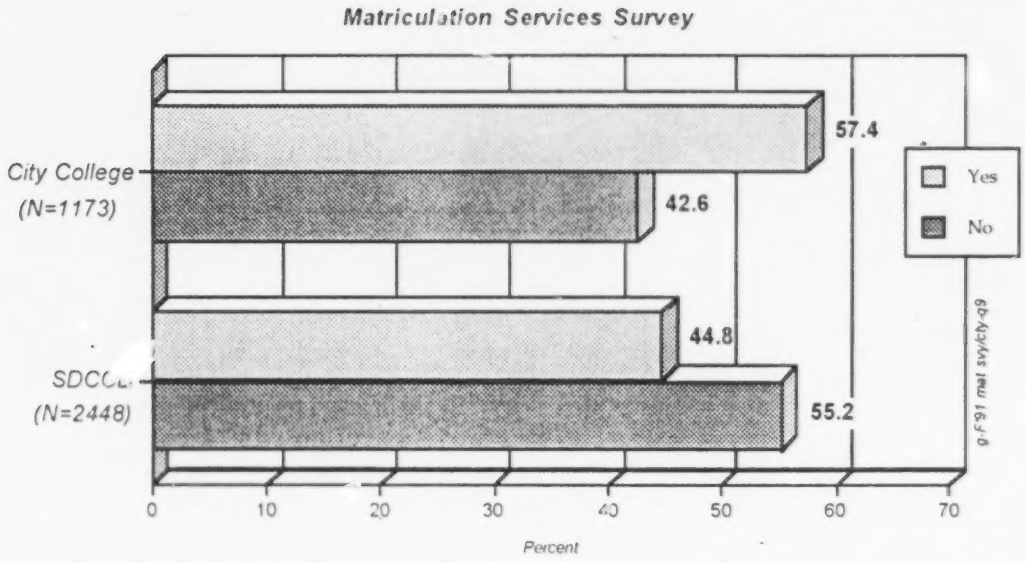
Q8c: Please indicate your satisfaction with Advisement/Counseling

Although most students indicated that counseling services were "excellent" or "good," approximately 1 out of 4 students found the services unsatisfactory ("fair" or "poor" rating). The responses to this question from City College students were similar to the rest of the SDCCD respondents.



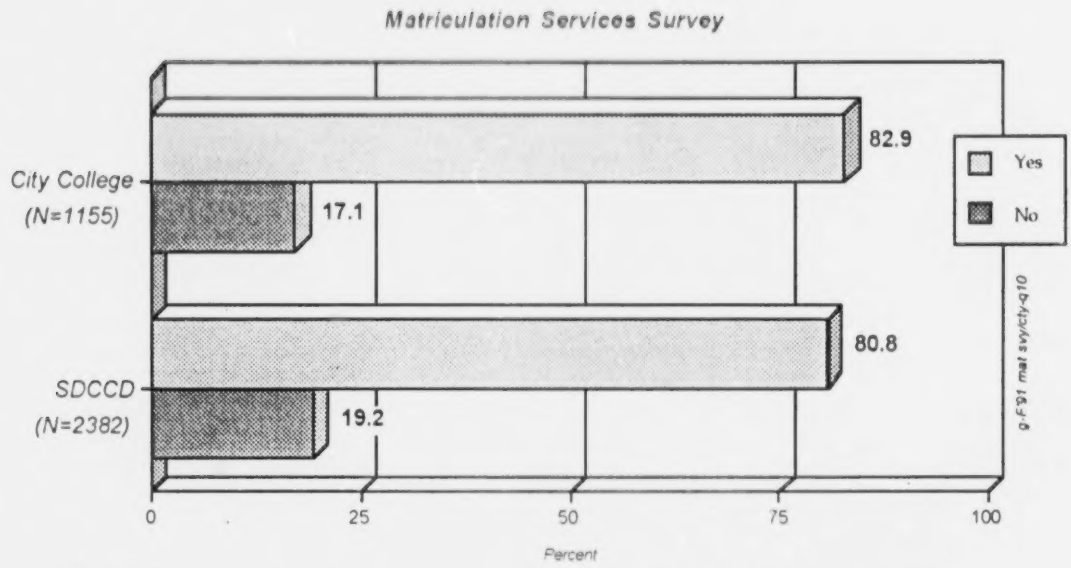
Q8d: Please indicate your satisfaction with Educational Plan development

Compared to the rest of the district, a higher proportion of students at City College regarded their educational plan development as excellent. Approximately 30% of students were not pleased ("fair" and "poor" rating) with their educational plan development. Since the time of this survey, the SDCCD has developed and implemented a comprehensive automated educational planning program for matriculating students. As this system has been implemented, many more students are developing and revising their individual educational plan. A recent survey conducted by the research and planning office in consultation with the SDCCD student service council found higher level of satisfaction with educational plan development districtwide. This report, Educational Plan Survey Report, 1995 is available from Research and Planning.



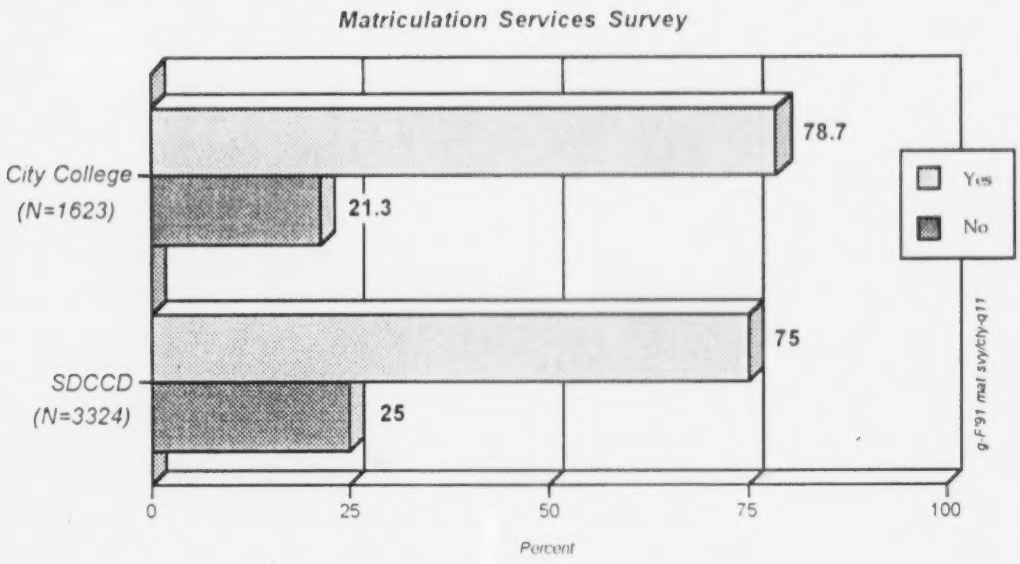
Q9: Did attending the orientation session influence you to visit or use other campus services?

More than half of the City College respondents indicated the orientation facilitated their visit or use of other campus services. The proportion of students who answered "yes" to this question was higher at City College than the SDCCD average.



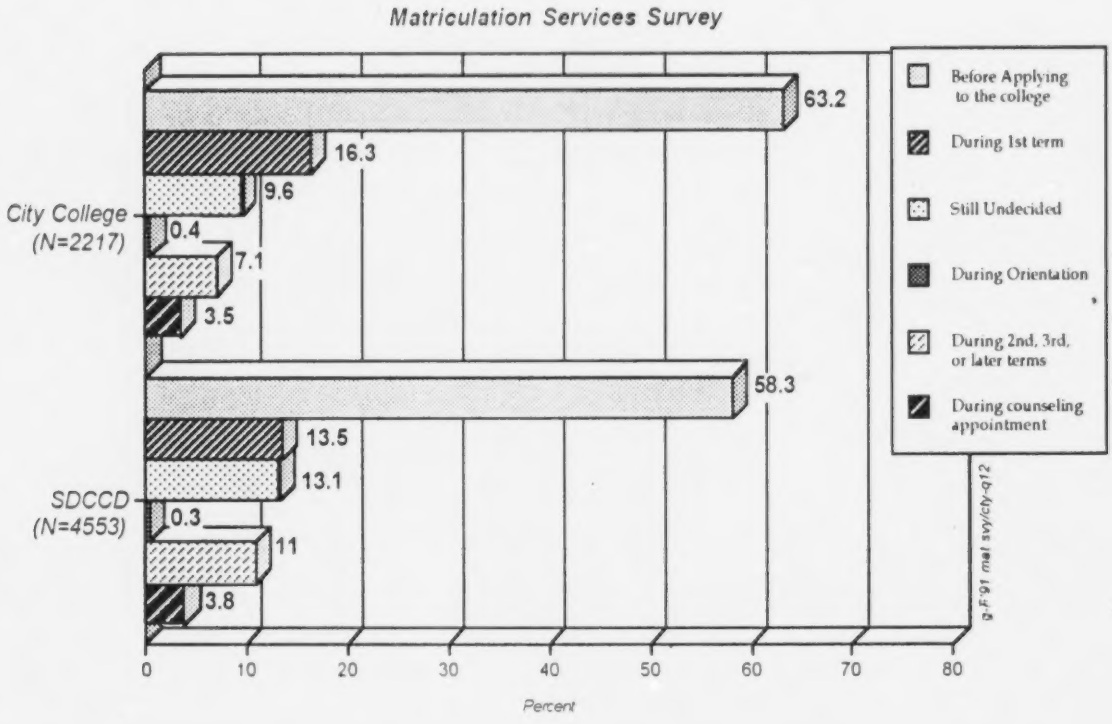
Q10: Were you informed about your rights and responsibilities as a student during your orientation?

The majority of students indicated that they were informed about their rights and responsibilities as a student during the orientation.



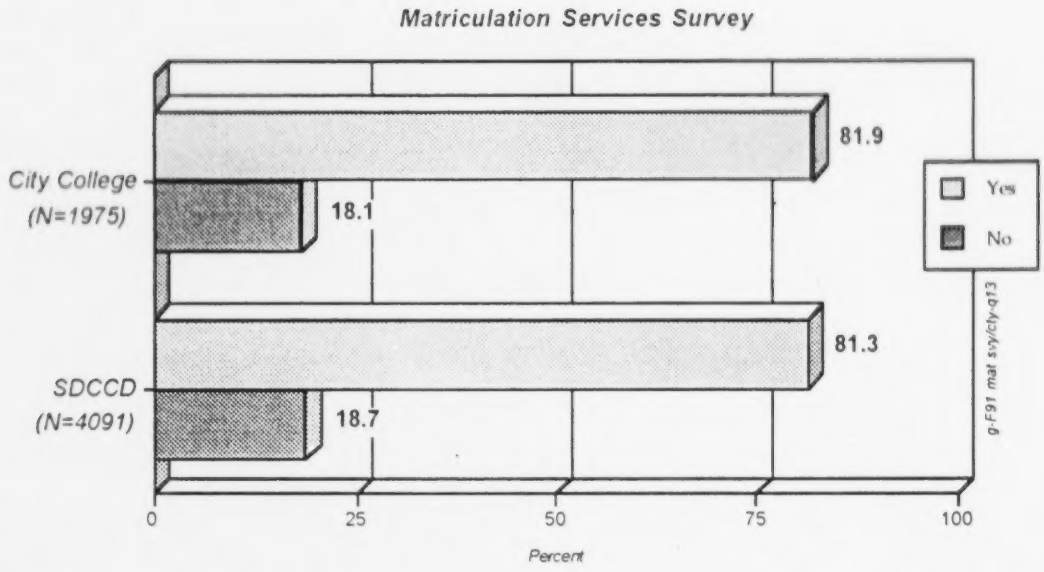
Q11: Have the services you have received help to clarify your educational goals and how to achieve them?

Slightly more than three quarters of students at City College said that the matriculation service helped them to clarify their goals. The proportion of students who found the matriculation service helpful was slightly higher at City College than the rest of the district.



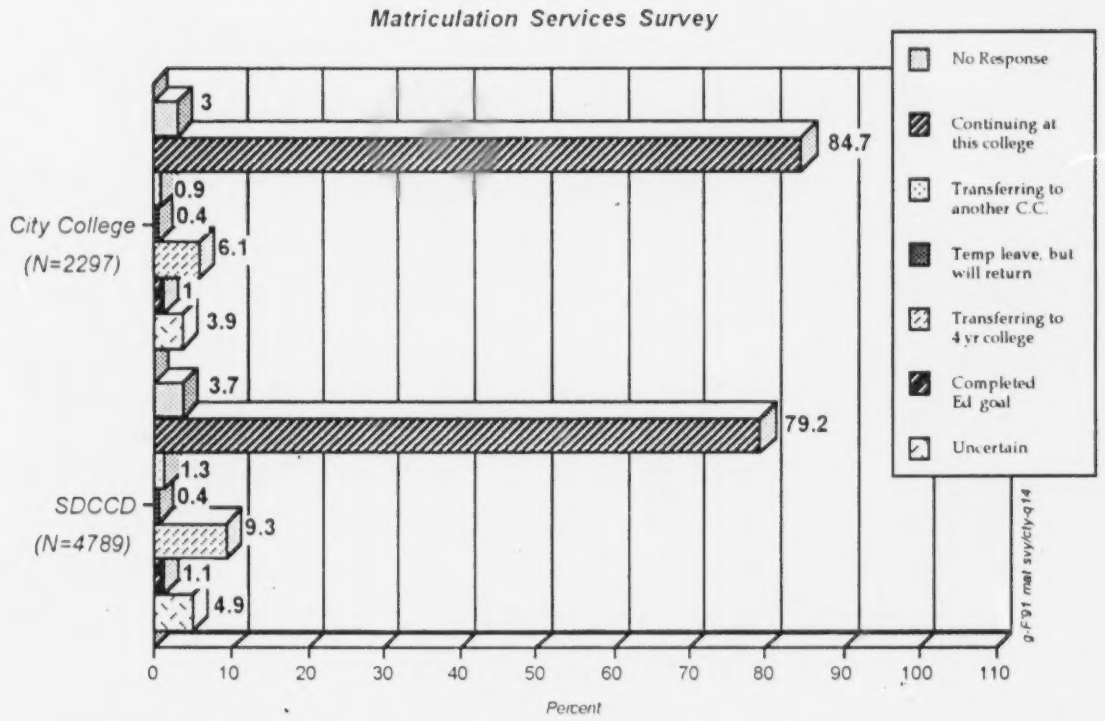
Q12: When did you first decide upon a specific educational goal to pursue at this college?

Very few respondents stated that they decided upon a specific educational goal during a counseling session, most decided prior to matriculating or during their first term of enrollment. At City College, 63.2% of students decided their specific educational goals before applying to the college, and this ratio is somewhat higher than the SDCCD average.



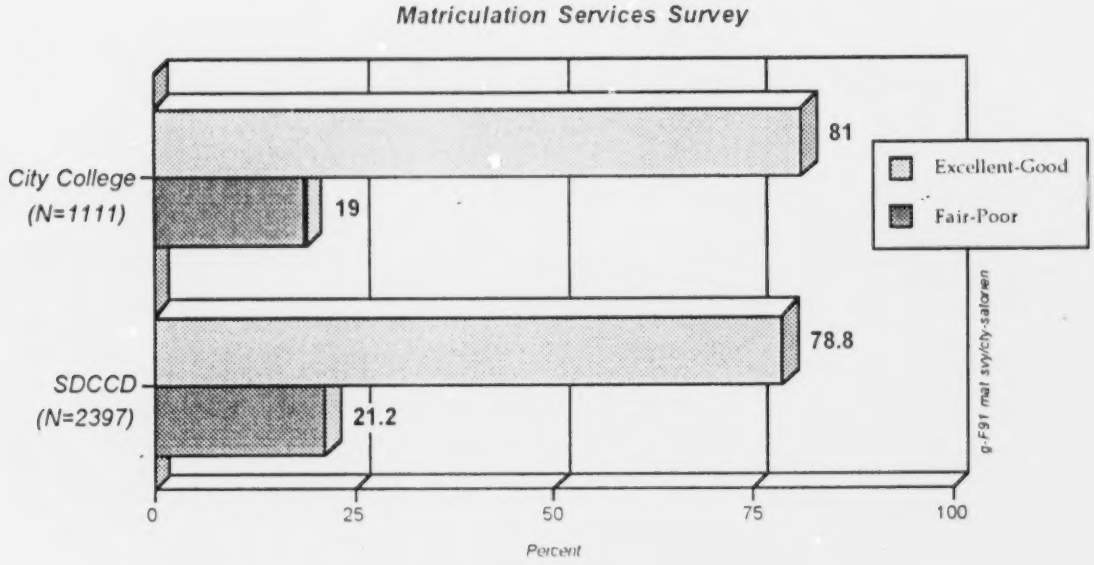
Q13: Have you been provided with information to help you understand course and basic skills prerequisites?

Over 80% of students said they were provided information to help them understand course prerequisites. This finding was consistent across the SDCCD.



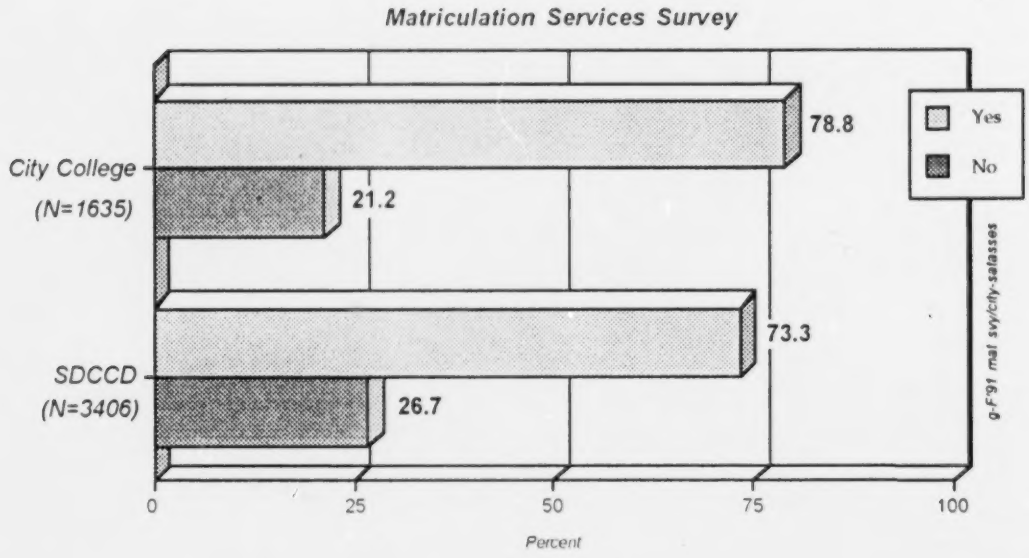
Q14: What will your student status be next term?

To address students follow-up questions, the respondents were asked about their short-term educational plan. The vast majority of students indicated they would continue at the same campus they were attending. Approximately 6% of City College students and 9% of the SDCCD students stated that they would be transferring to a four-year college or university next term.



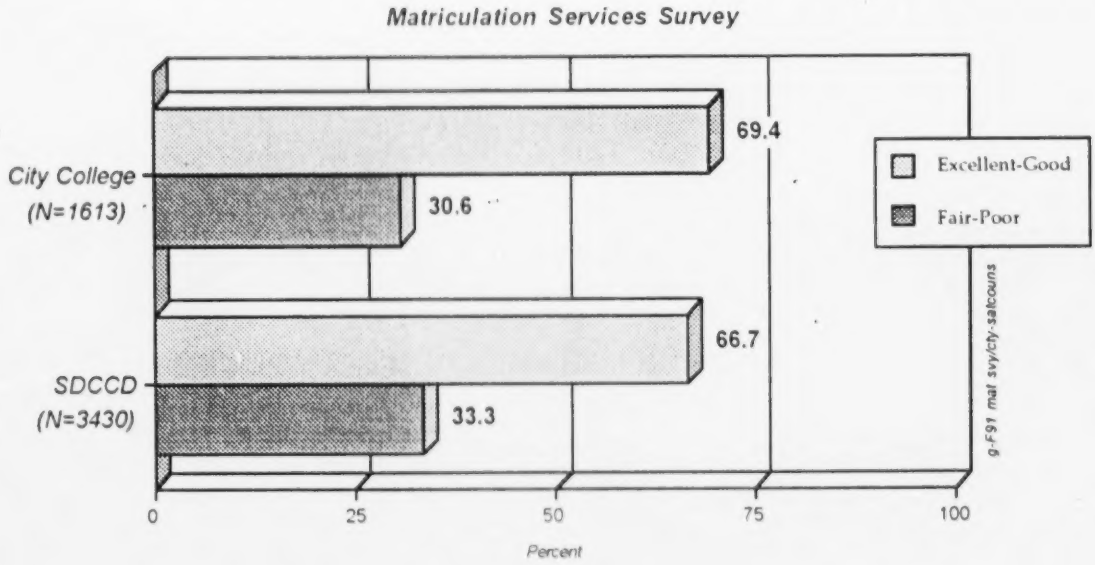
Satisfaction Ratio for Orientation

For ease of interpretation, responses to questions regarding satisfaction with various matriculation services were re-scaled into a satisfaction ratio. Included here are students who actually used a service and indicated their level of satisfaction with it. Approximately 80% of students found the orientation satisfactory.



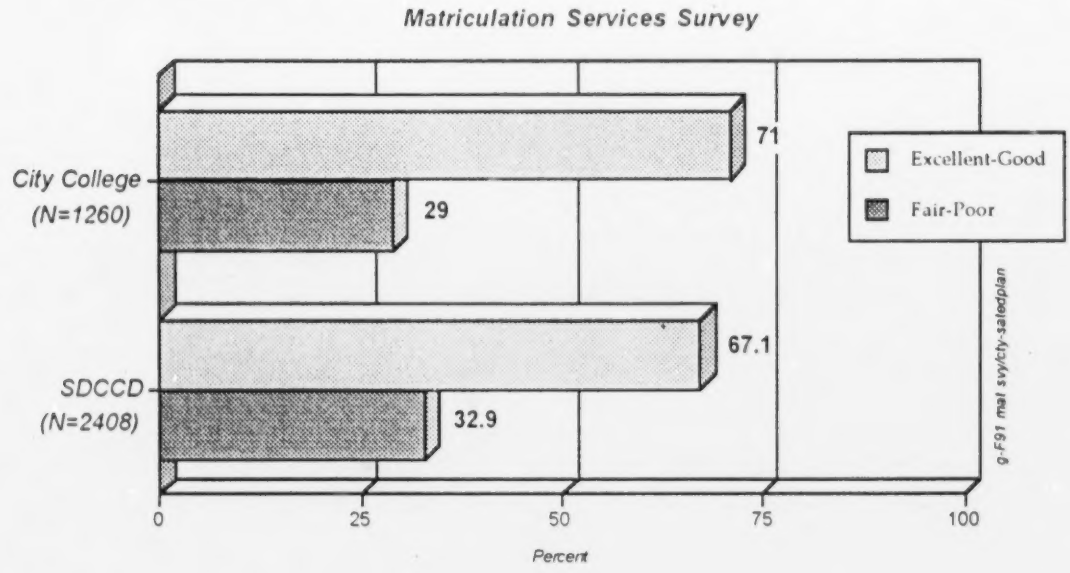
Satisfaction Ratio for Reading/Math Assessment

Most students were satisfied with the reading and math skill assessment. The proportion of students who found the assessment satisfactory was slightly higher at City College than the SDCCD.



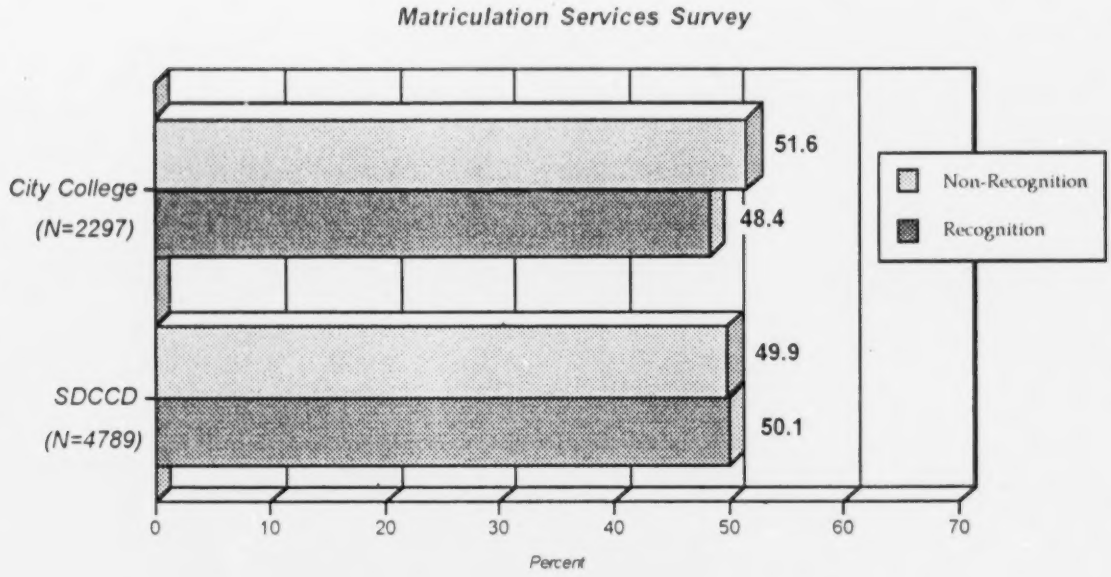
Satisfaction Ratio for Counseling

Satisfaction ratio for the counseling and advisement service was somewhat lower than other matriculation services at City College and the SDCCD. Approximately one-third of students found the counseling service not satisfactory.



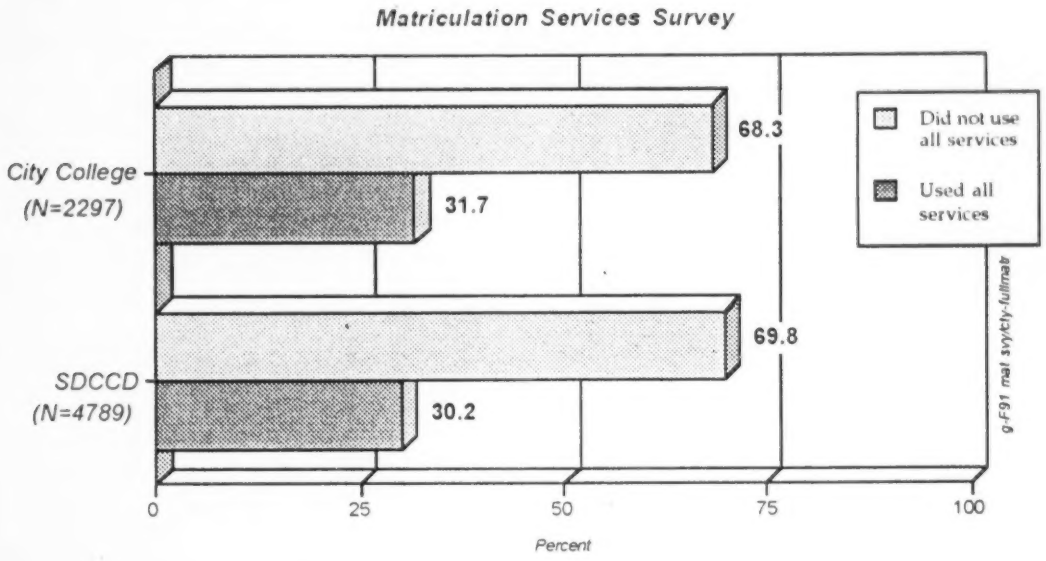
Satisfaction Ratio for Educational Plan Development

Approximately 7 out of 10 students were pleased with their educational plan development. At City College, somewhat larger proportion of students indicated their educational plan development was satisfactory compared to the rest of the district.



Students Responding to Orientation Question

Approximately half of the students were not aware of the orientation. Slightly less percentage of students recognized the orientation at City College. At the time of the survey, or at the time they matriculated, orientation session were changing in response to students needs and increased attendance. Since the time of this survey, campus leaders report that many more students are attending orientation and more sessions are scheduled than in the early years of matriculation implementation.



Student Use of Matriculation Services

About one third of students used all the matriculation services. The response to this question was almost identical at City College and the SDCCD.

Summary

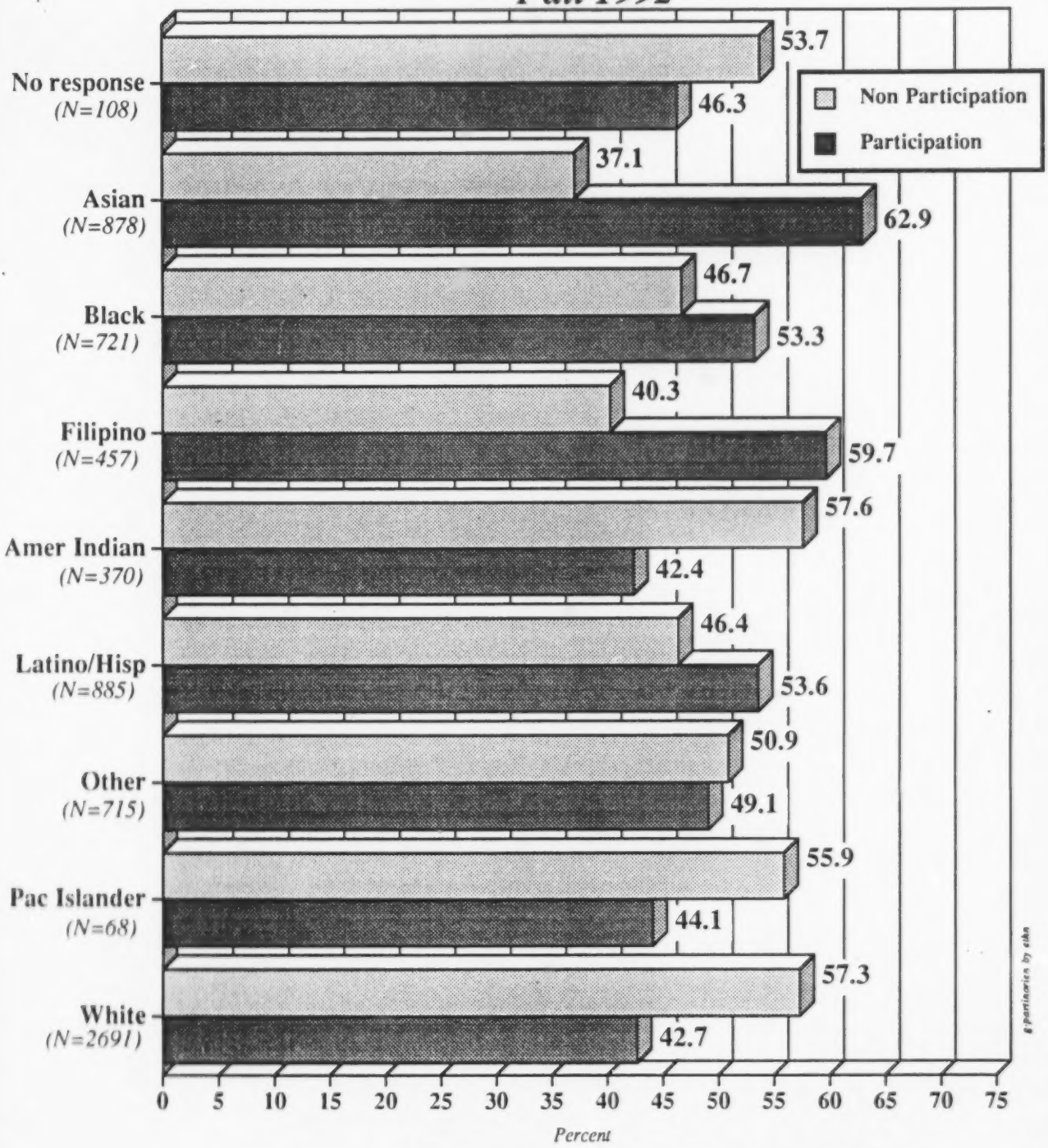
Overall, the majority of respondents stated they were satisfied with the matriculation services they had used. Students gave high marks to orientation (at least for those who attended), English assessment and placement, math assessment and placement, and educational plan development. Moreover, the vast majority of respondents stated that they had been informed of their rights and responsibilities as students during orientation, and that overall, the service they had received had helped them to clarify their educational goals and how to achieve them.

Appendix A

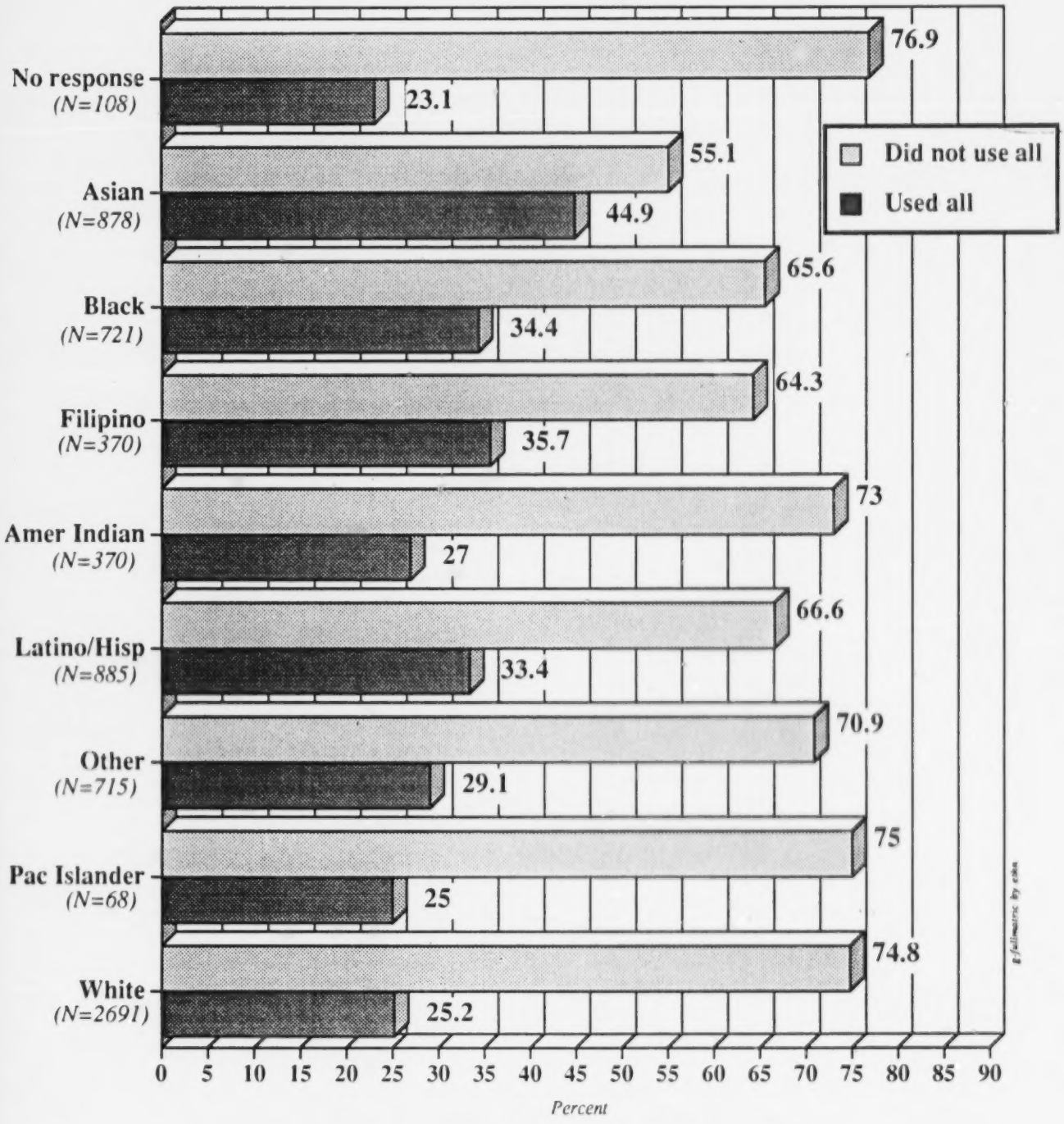
Students Equity in Matriculation Services Satisfaction

In addition to the summary analyses provided in the body of this report, additional analysis were conducted to address students equity questions. Responses to Matriculation Services Satisfaction Survey were broken out by race, ethnicity, and sex of respondent to determine if any practical difference could be discerned between students groupings. This would be helpful in not only evaluating matriculation service staff and college faculty to more closely identify groups of students that indicated lower level of satisfaction with certain educational services. This information was also provided to determine if certain groups were using matriculation services at a higher or lower rate compared to the other groups. For example, this survey found that Asians tended to attend orientation session at higher rates than any other groups. The graphs that follow summarize responses to the matriculation survey districtwide by students grouping. Only districtwide data are presented because breaking these data by campus and also by group lowered sample sizes dramatically. This limited the reliability of the finding for certain groups.

San Diego Community College District
Matriculation Services Survey
Fall 1992

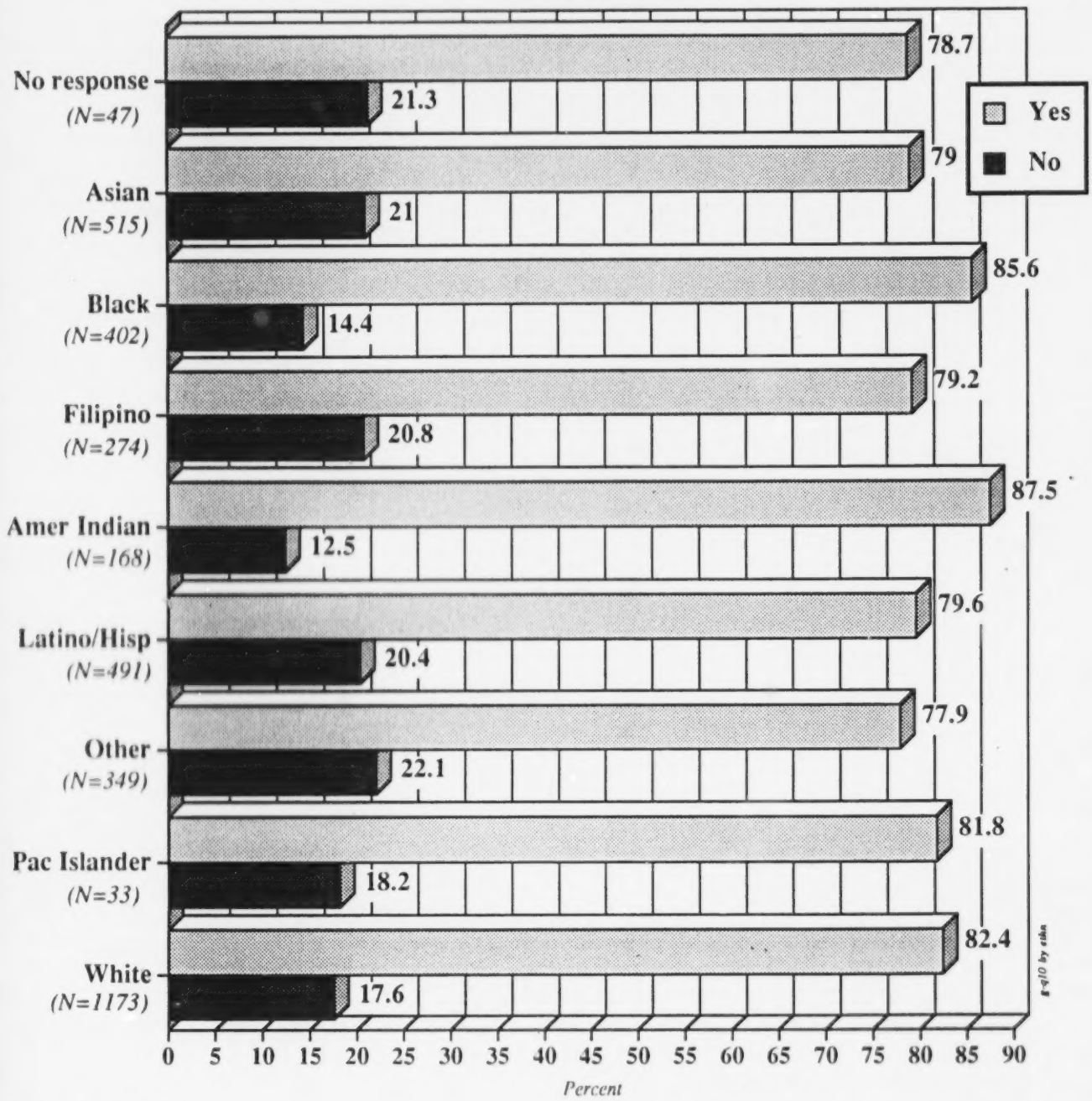


Percentage of students who participated in orientation by Ethnicity



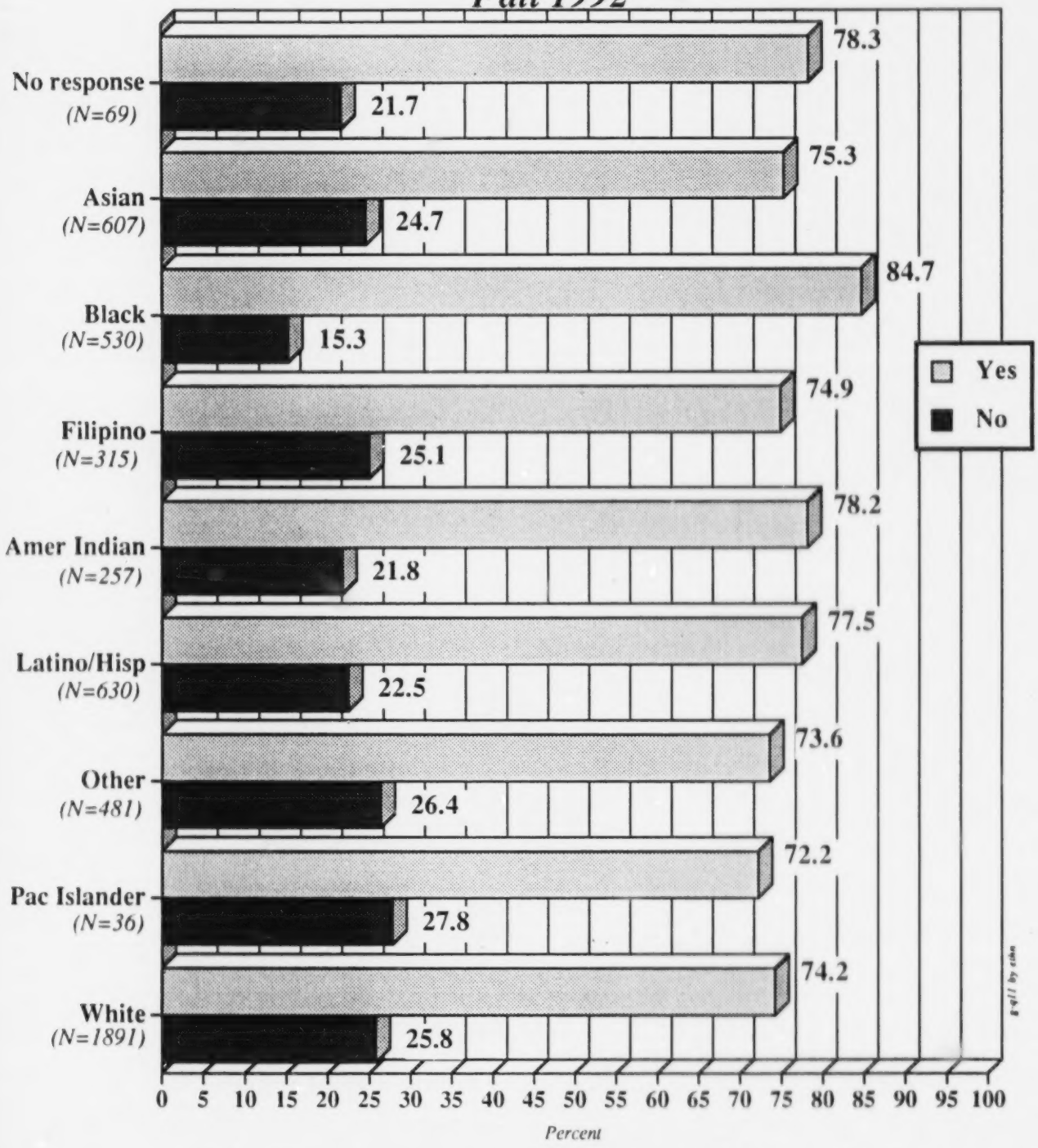
Percentage of students who have used matriculation services by Ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992



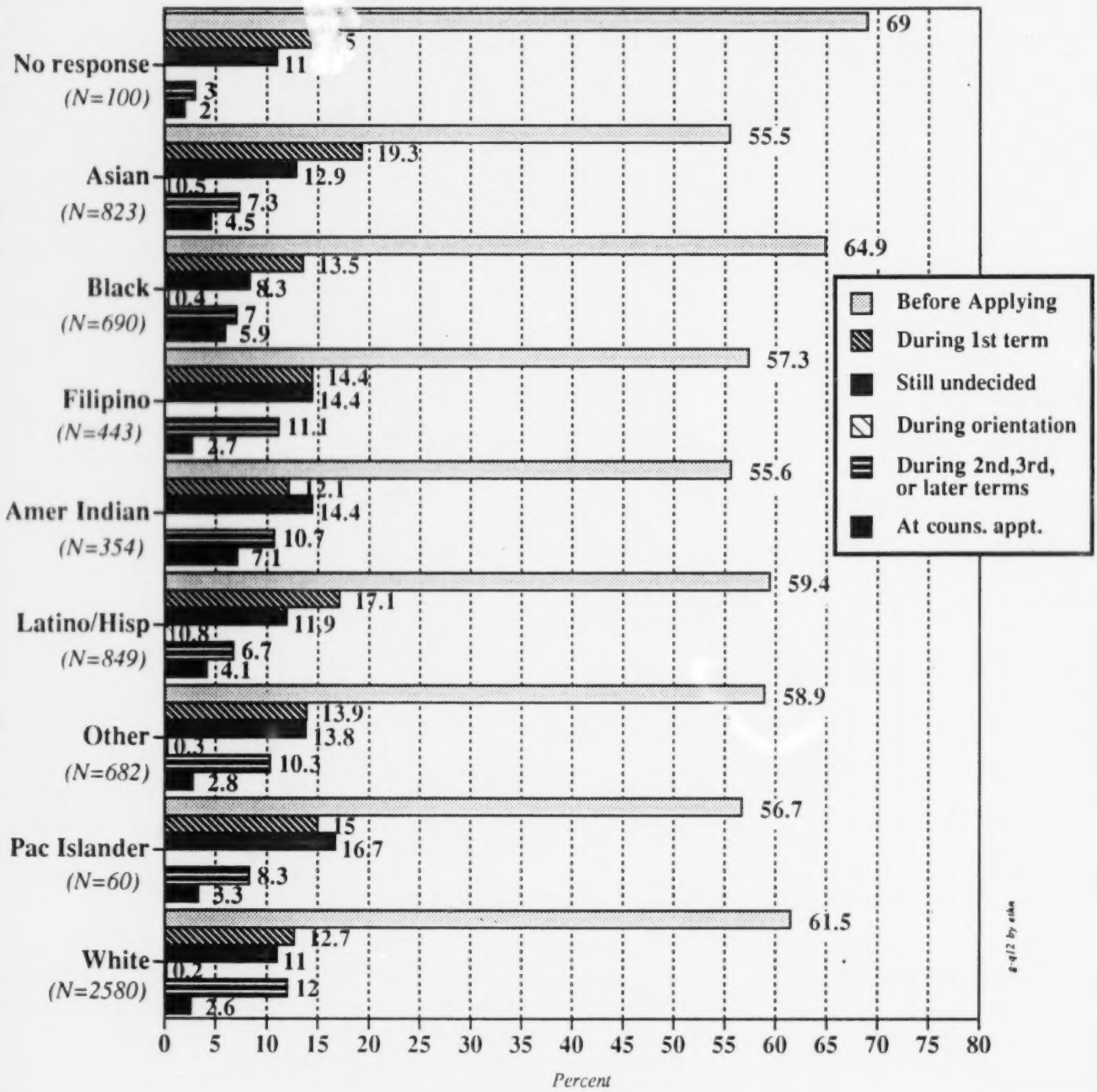
Q10: Were you informed about your rights and responsibilities as a student during your orientation?
by
Ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992



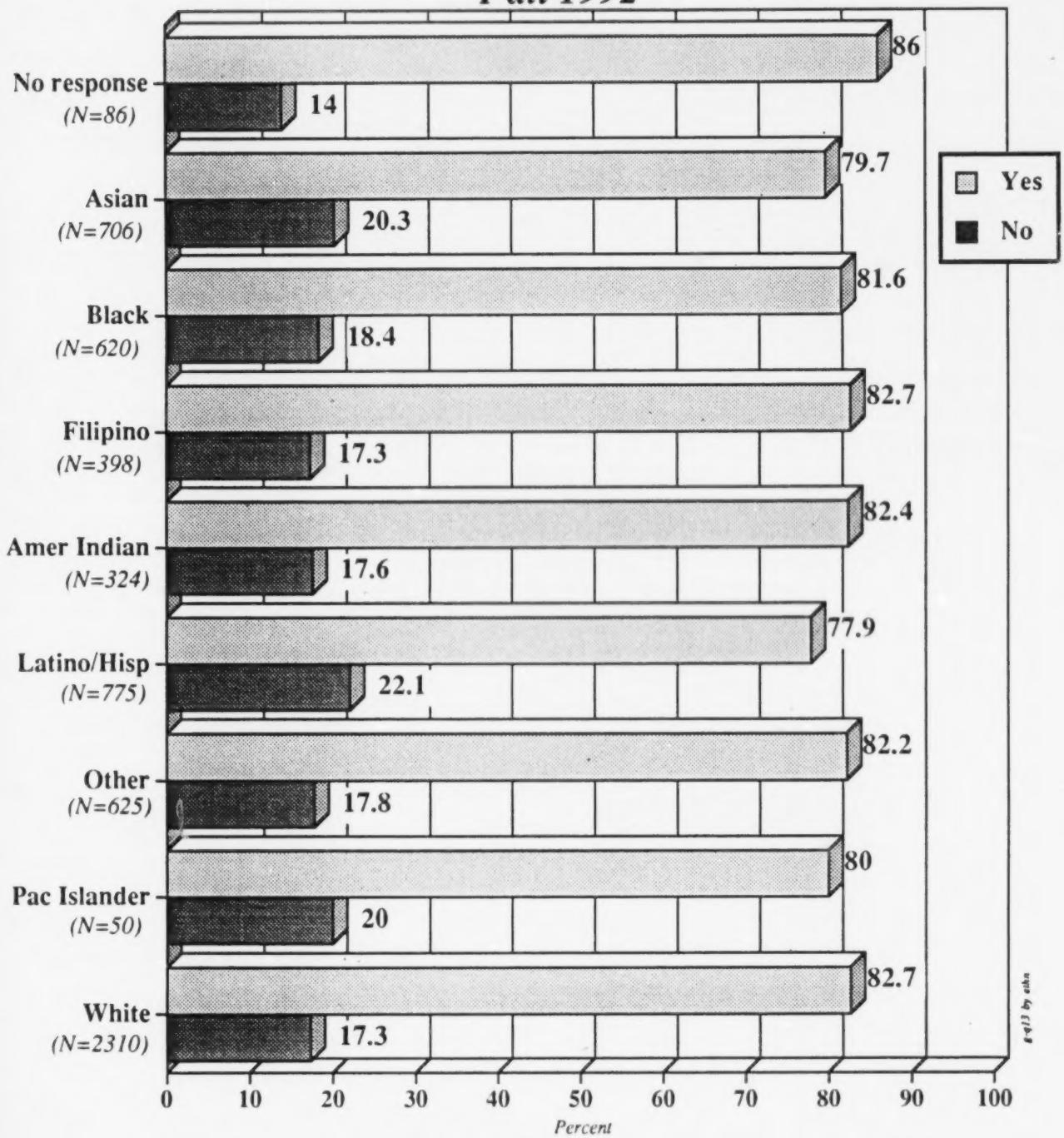
Q11: Have the services you have received help to clarify your educational goals and how to achieve them?
by
Ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992



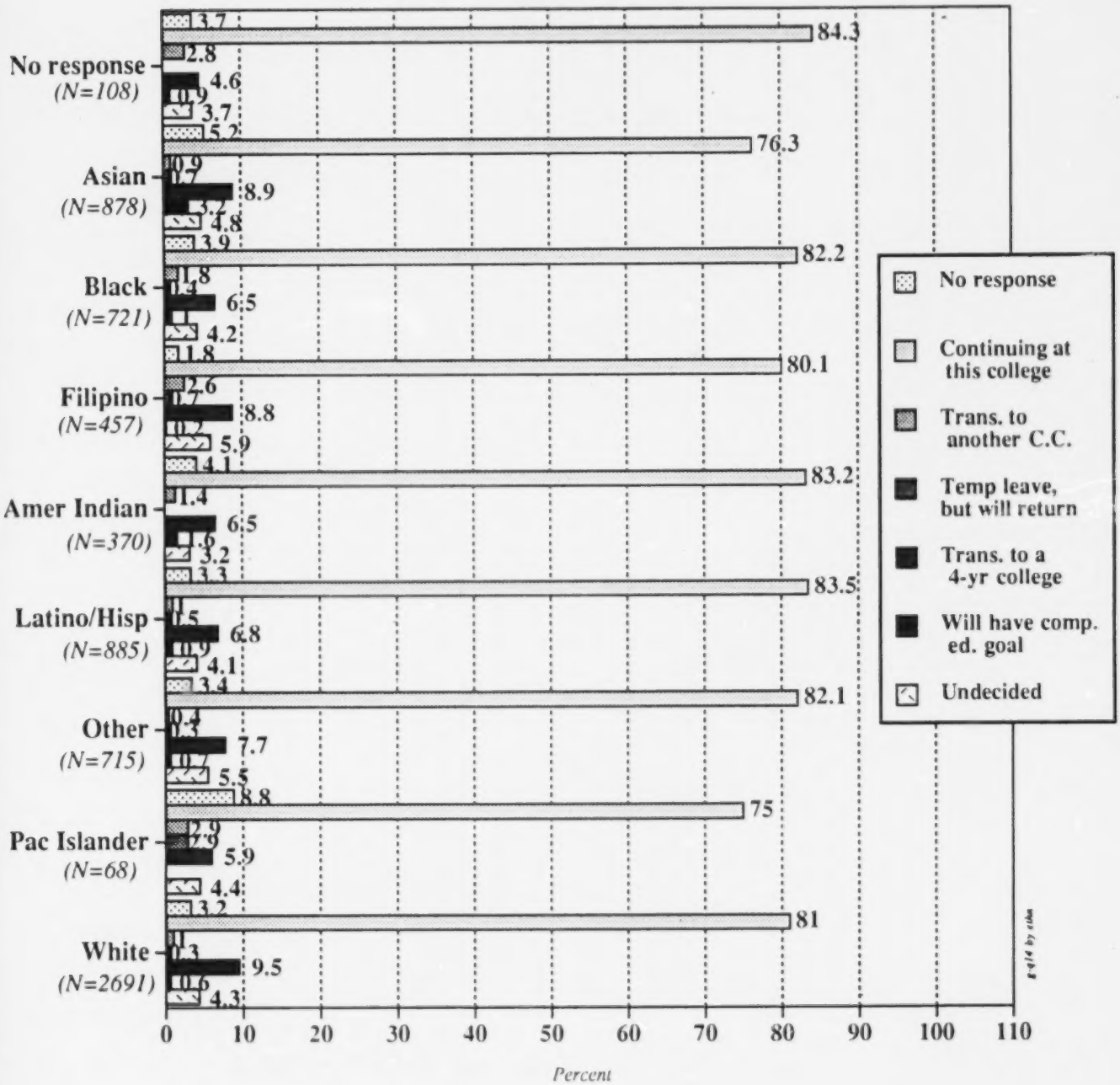
Q12: When did you first decide upon a specific educational goal to pursue at this college?
by
Ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992



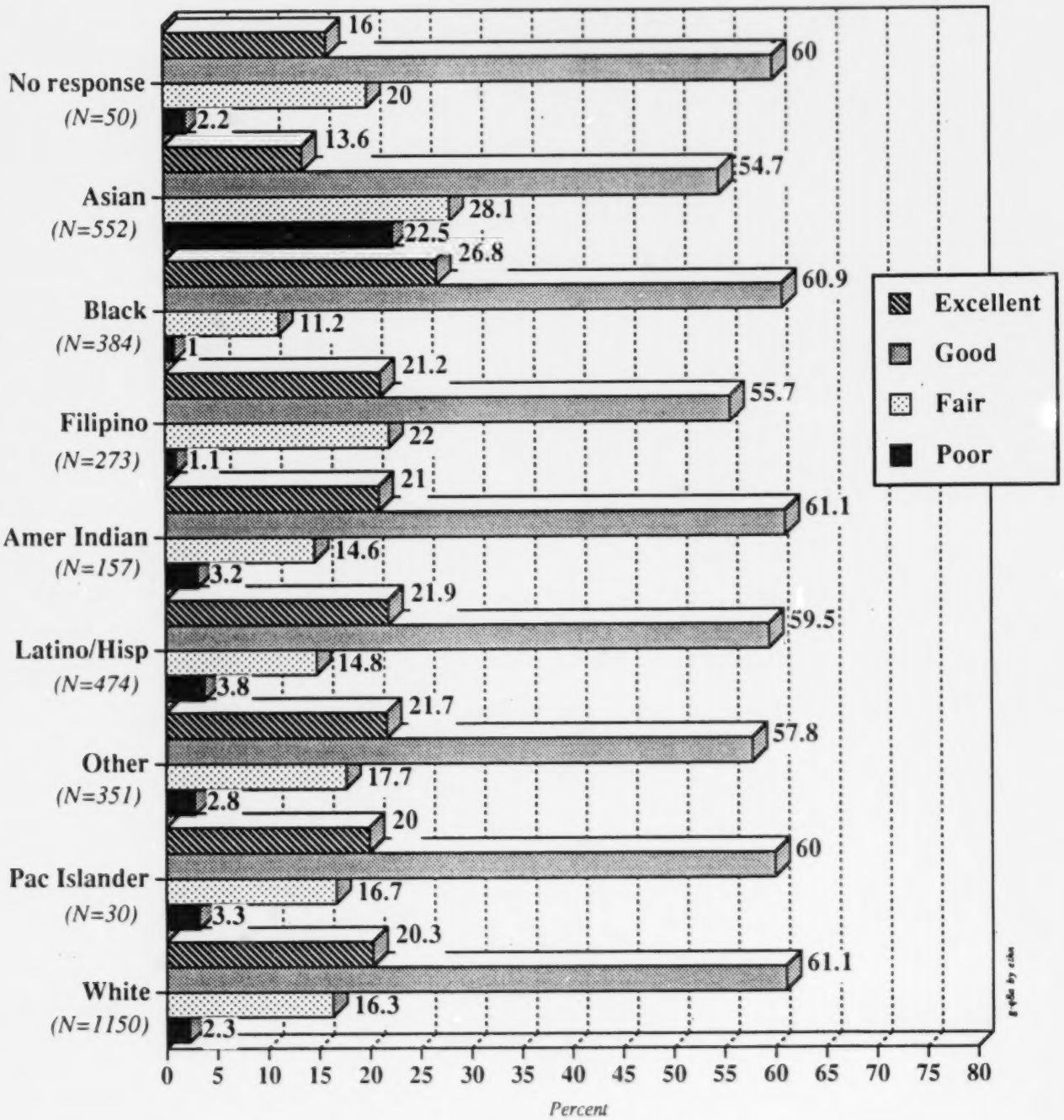
Q13: Have you been provided with information to help you understand course and basic skills prerequisites by Ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992



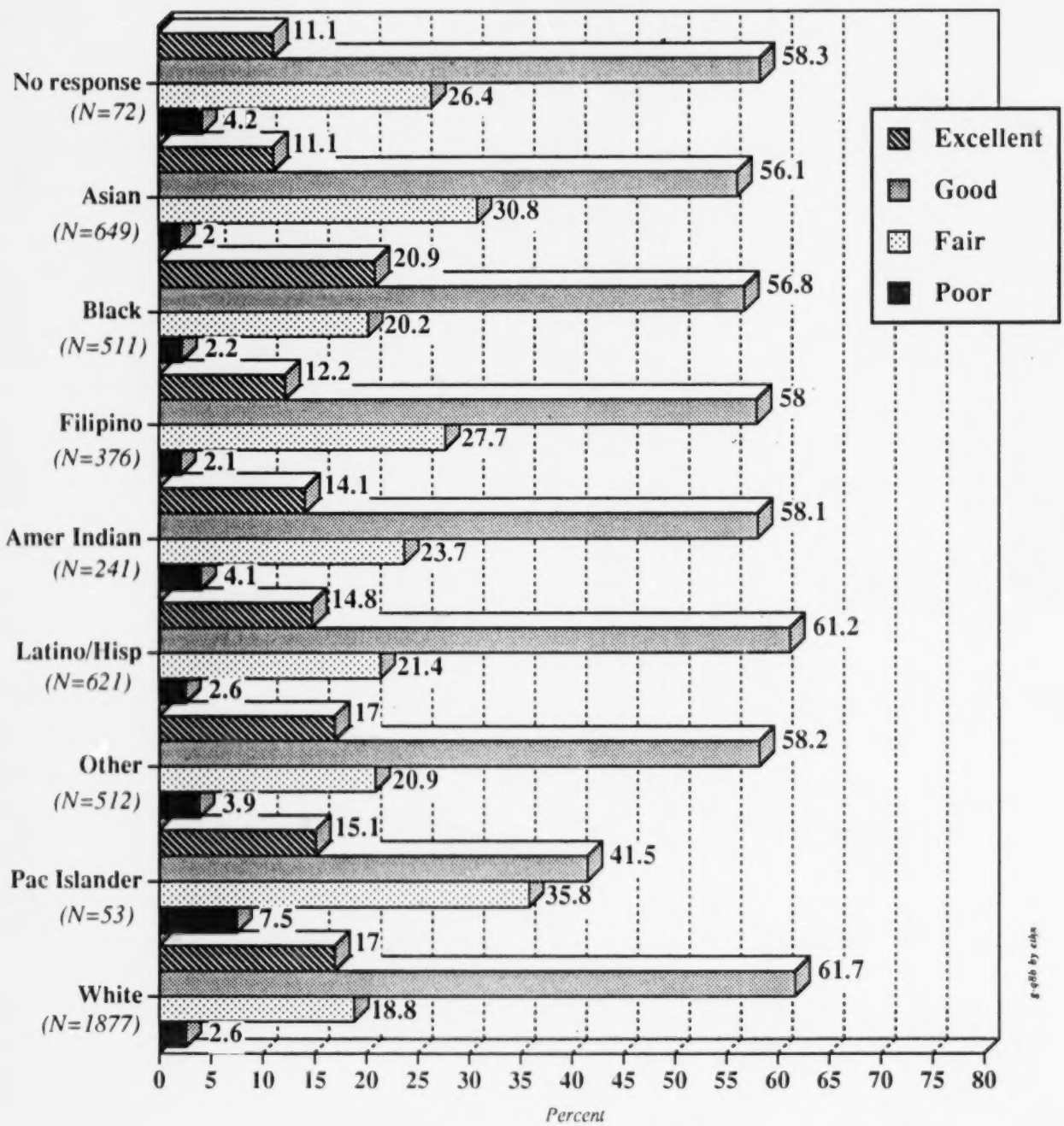
Q14: What will your student status be next term?
by
Ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992

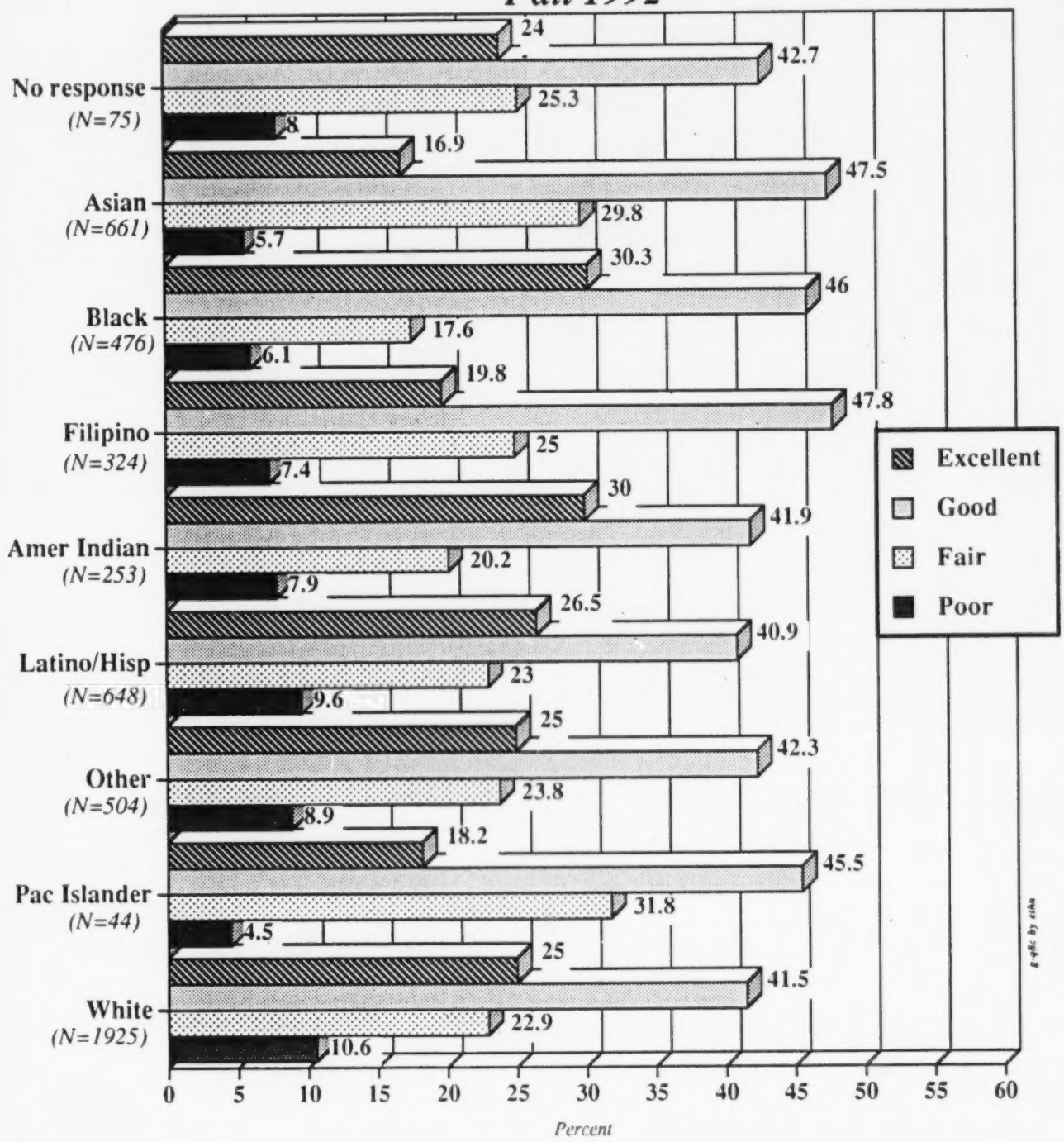


Q8a: Please evaluate your orientation session
by
ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992

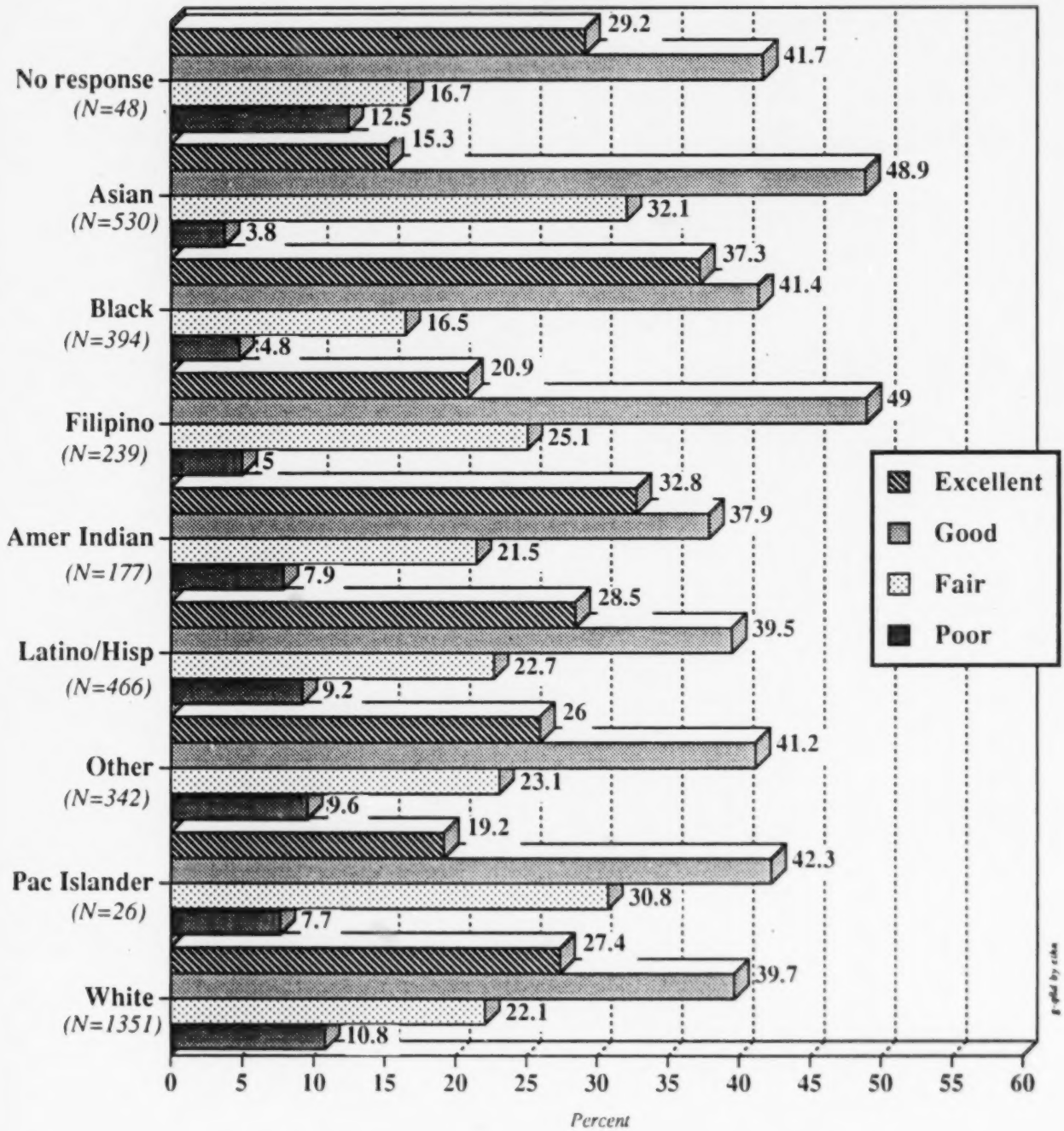


Q8b: Please evaluate your Reading/Math Assessment by Ethnicity



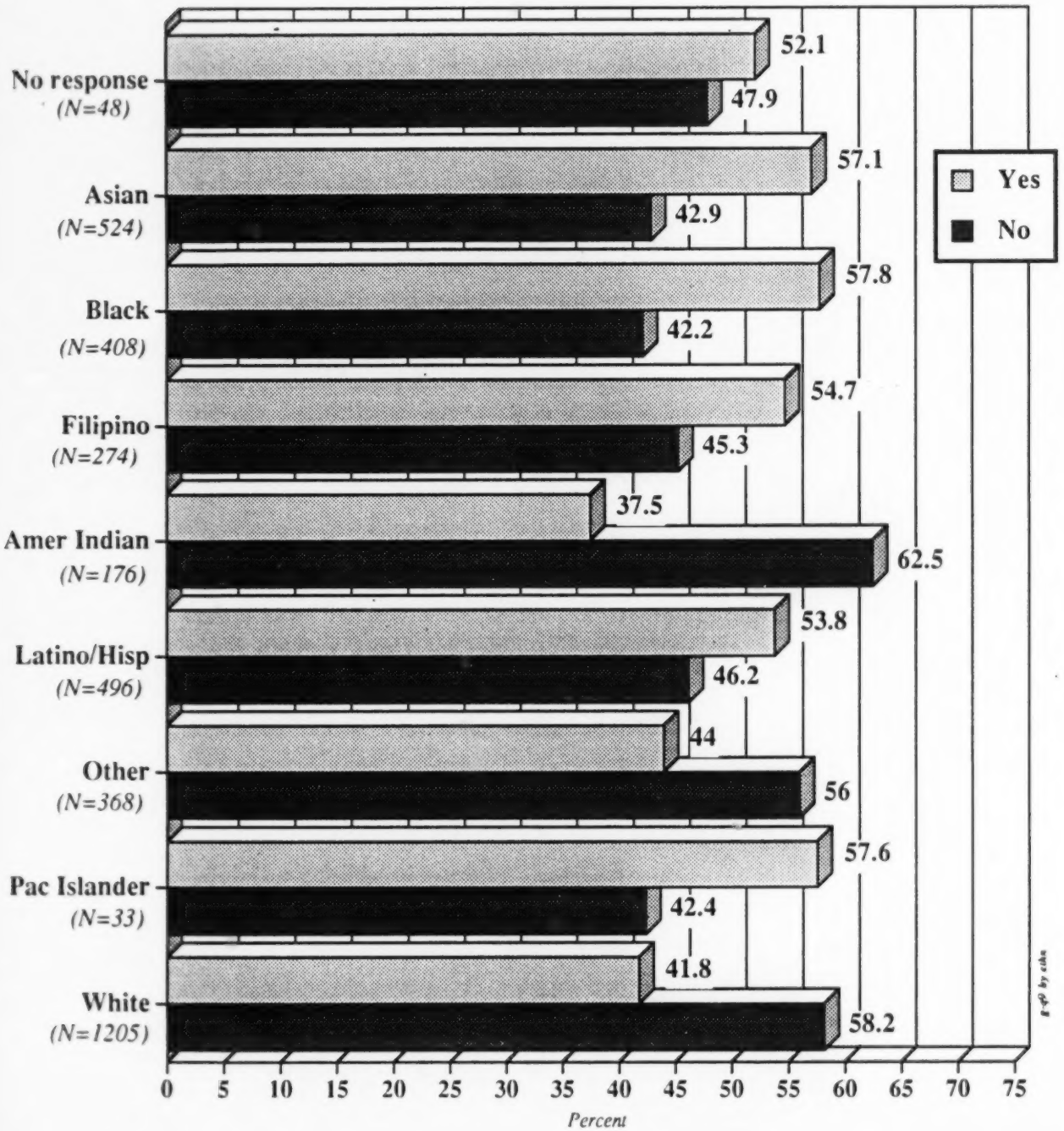
Q8c: Please evaluate your Advisement/Counseling by Ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992

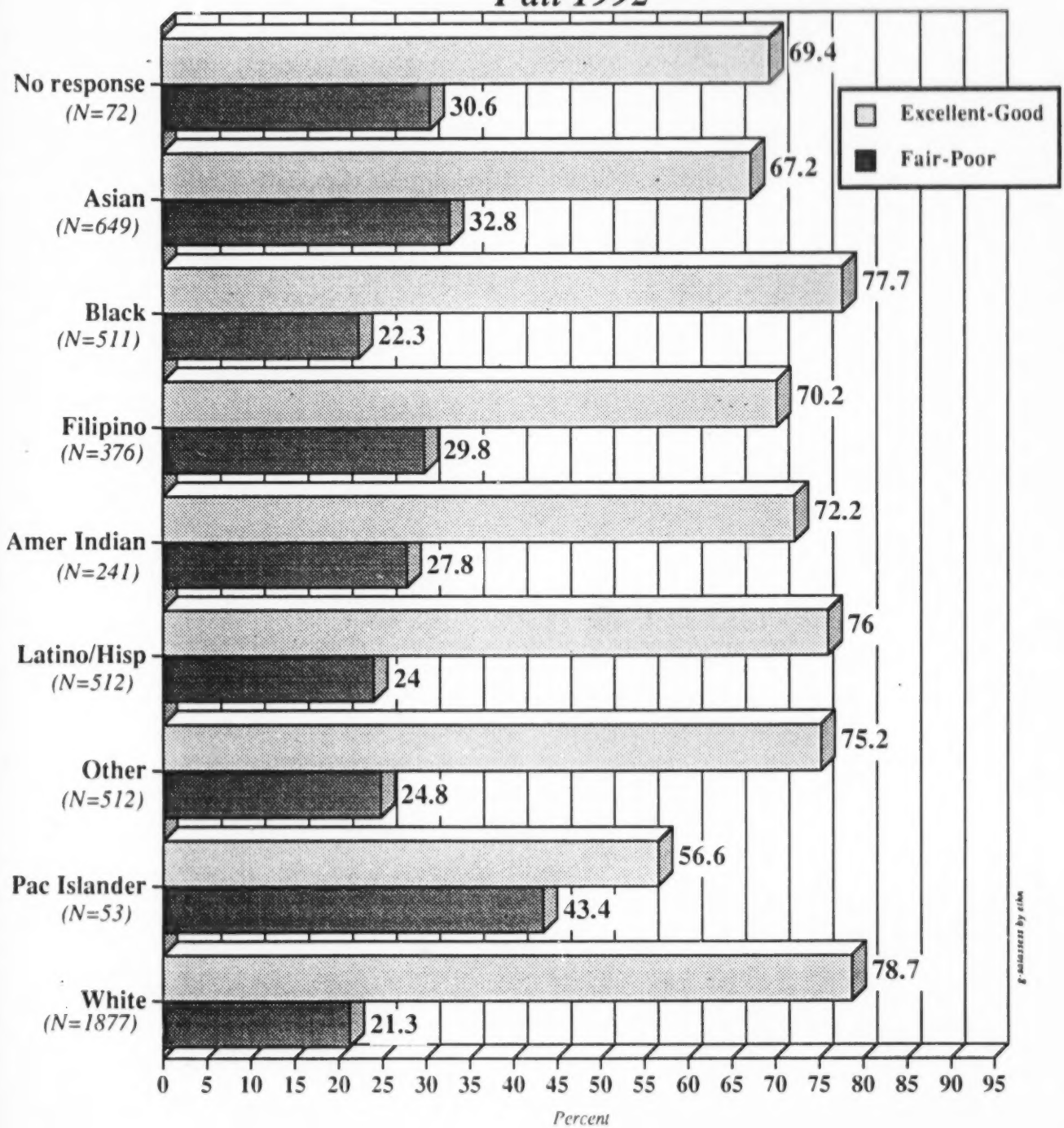


Q8d: Please evaluate your Educational Plan development by Ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992

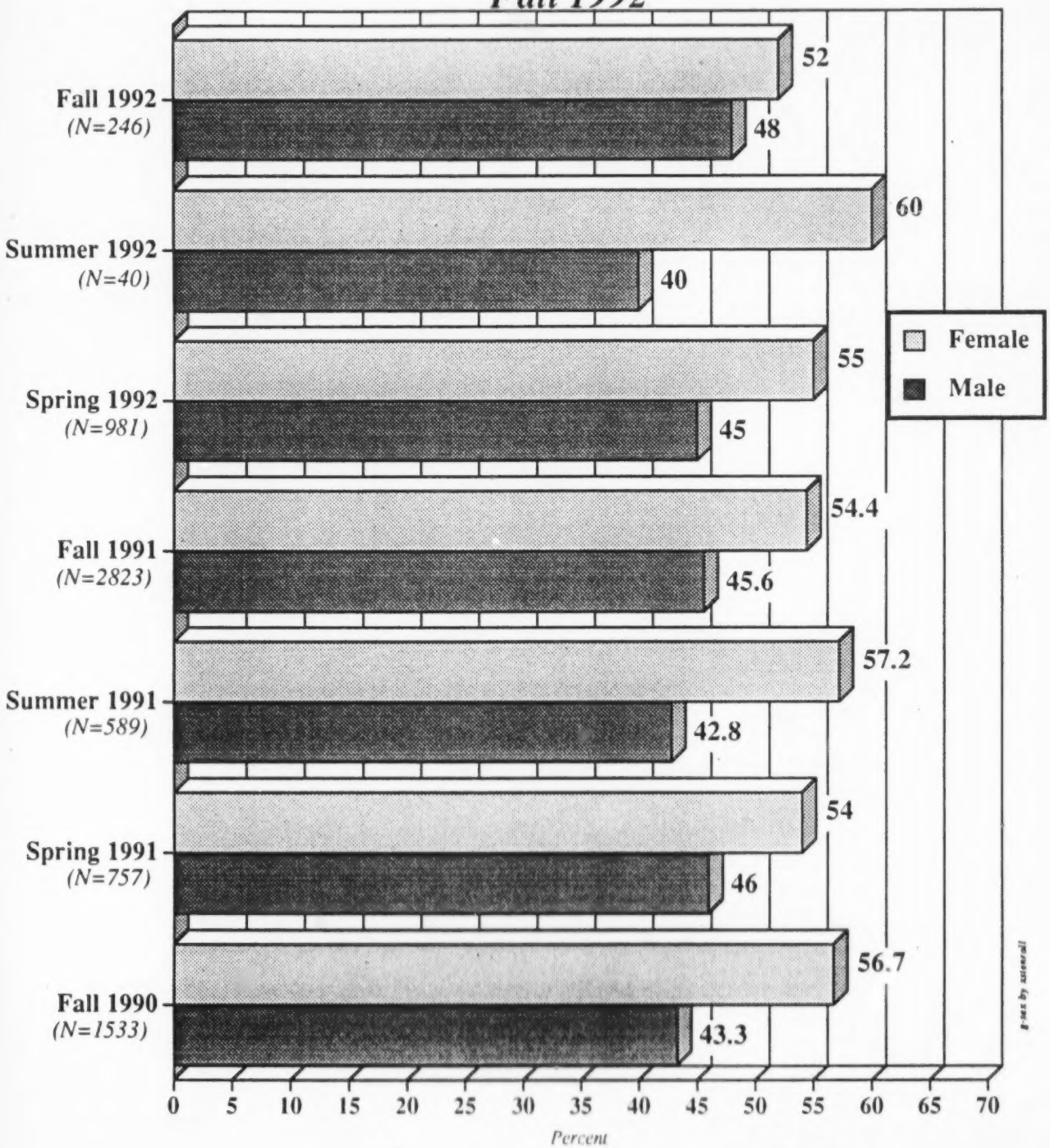


Q9: Did attending the orientation session influence you to visit or use other campus services?
by
Ethnicity



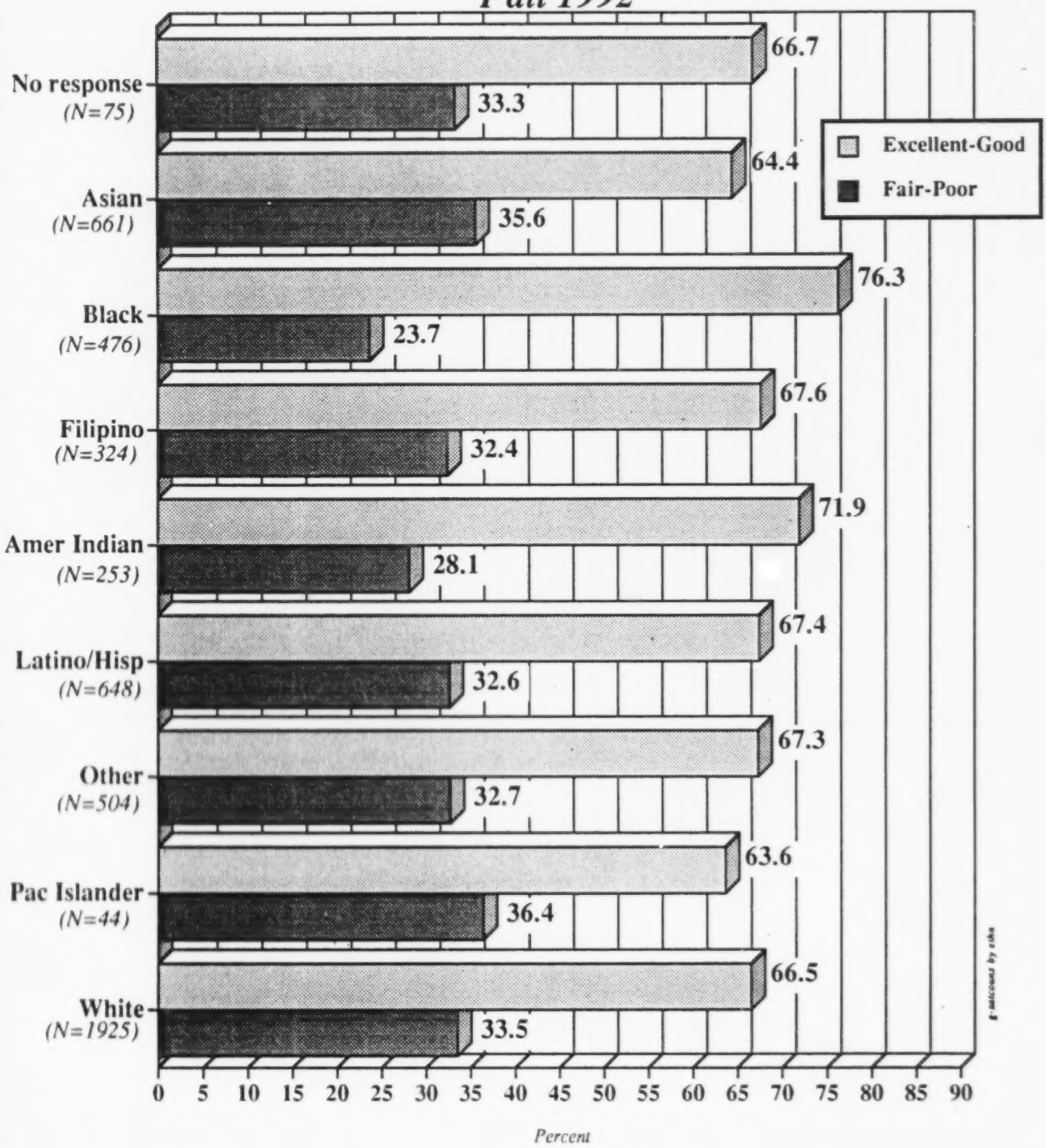
Q8b: Satisfaction ratio for assessment by Ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992

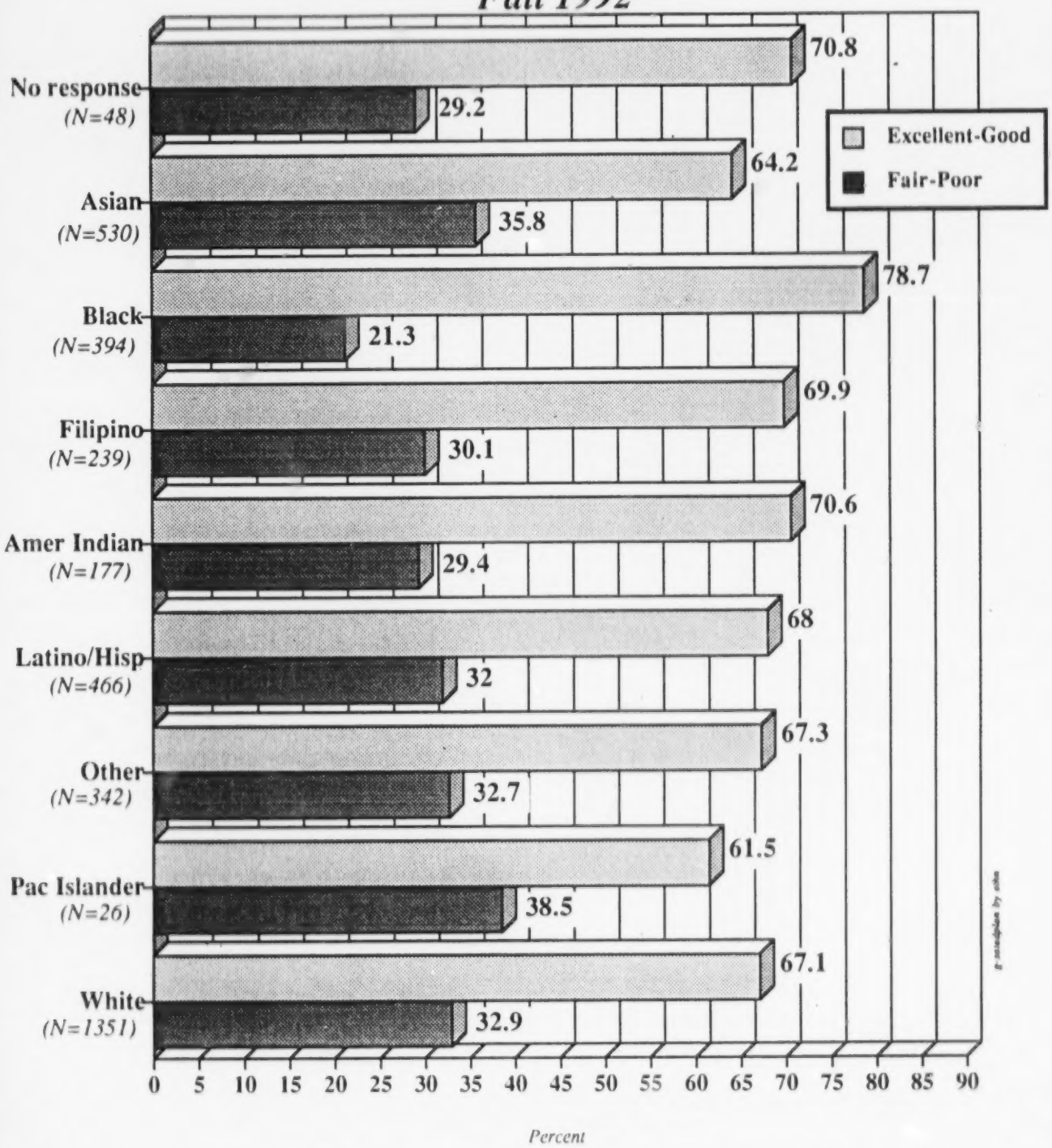


Q4: When did you first enroll at this college?
by
Ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992

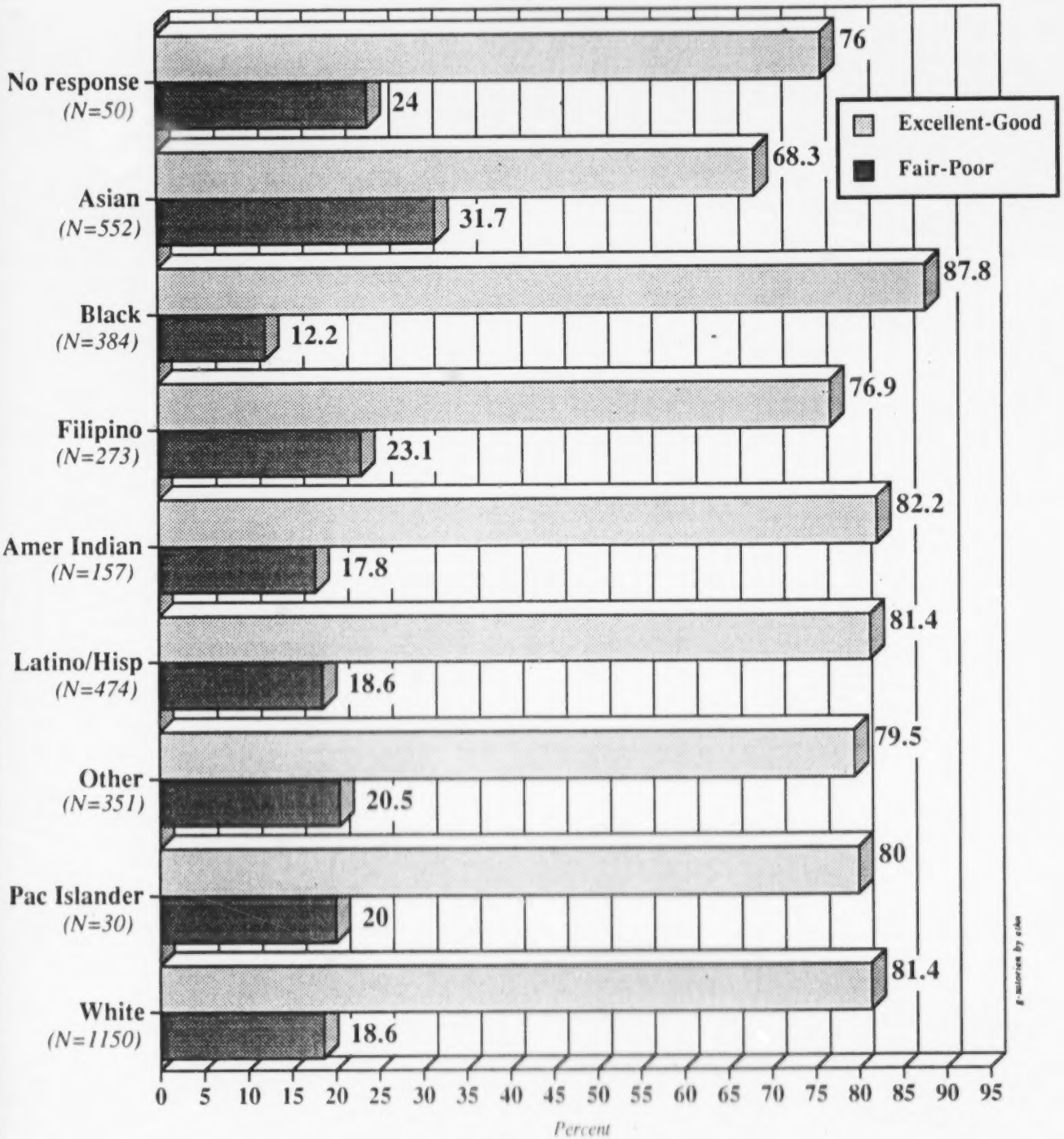


Q8c: Satisfaction ratio for Advisement/Counseling
by
Ethnicity



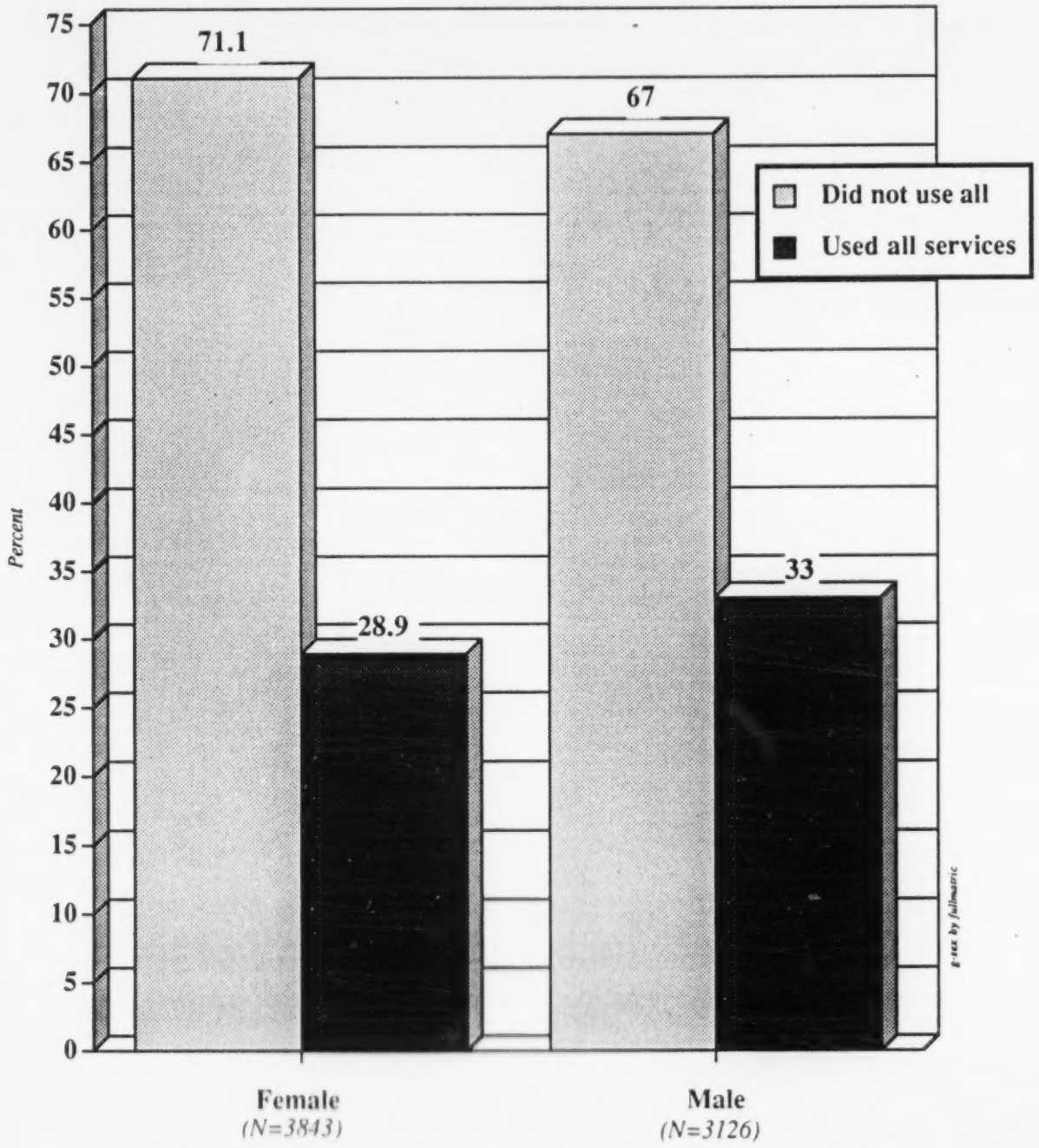
Q8d: Satisfaction ratio for Educational Plan development by Ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992



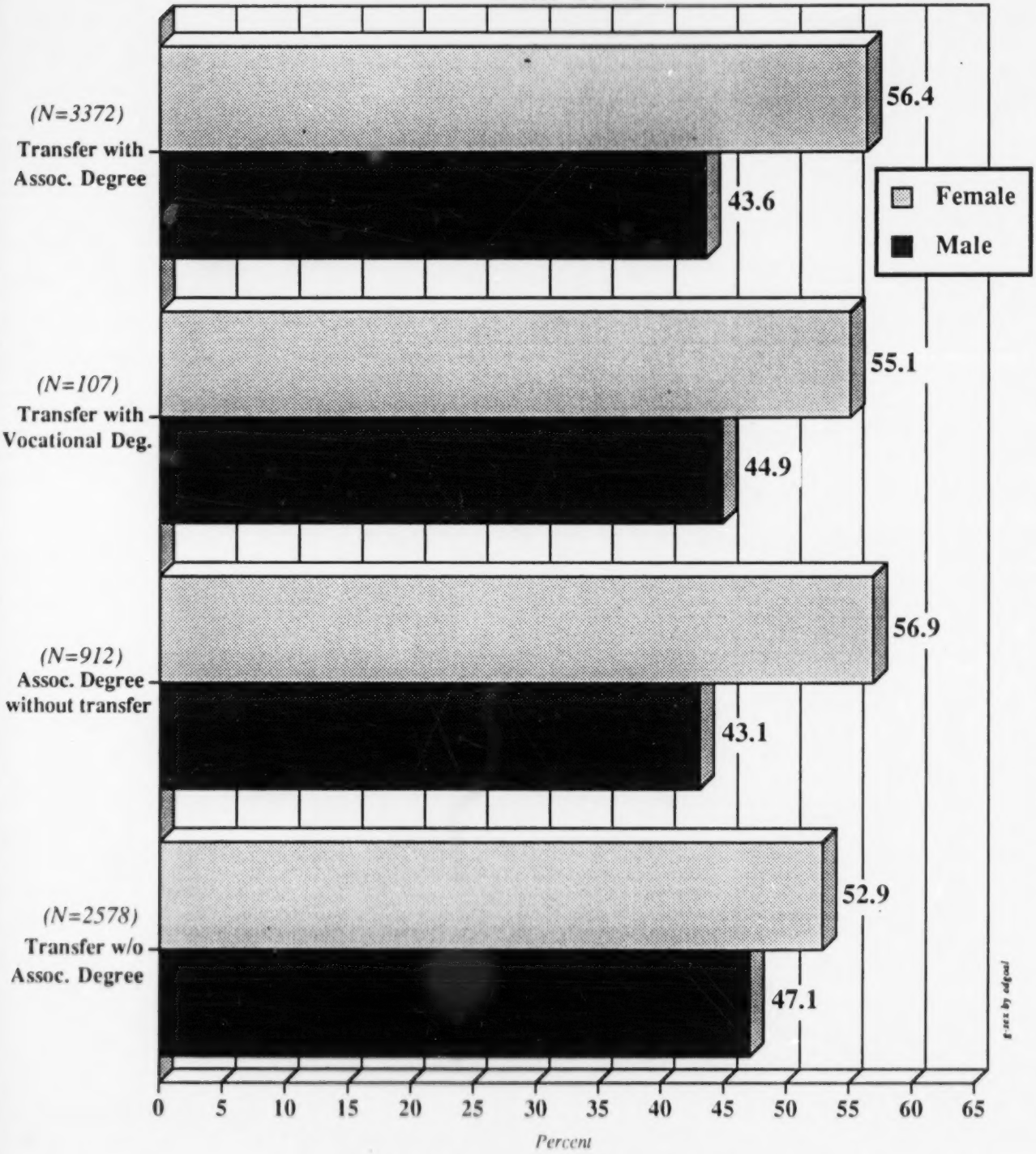
Q8a: Satisfaction ratio for orientation
by
Ethnicity

San Diego Community College District
Matriculation Services Survey
Fall 1992



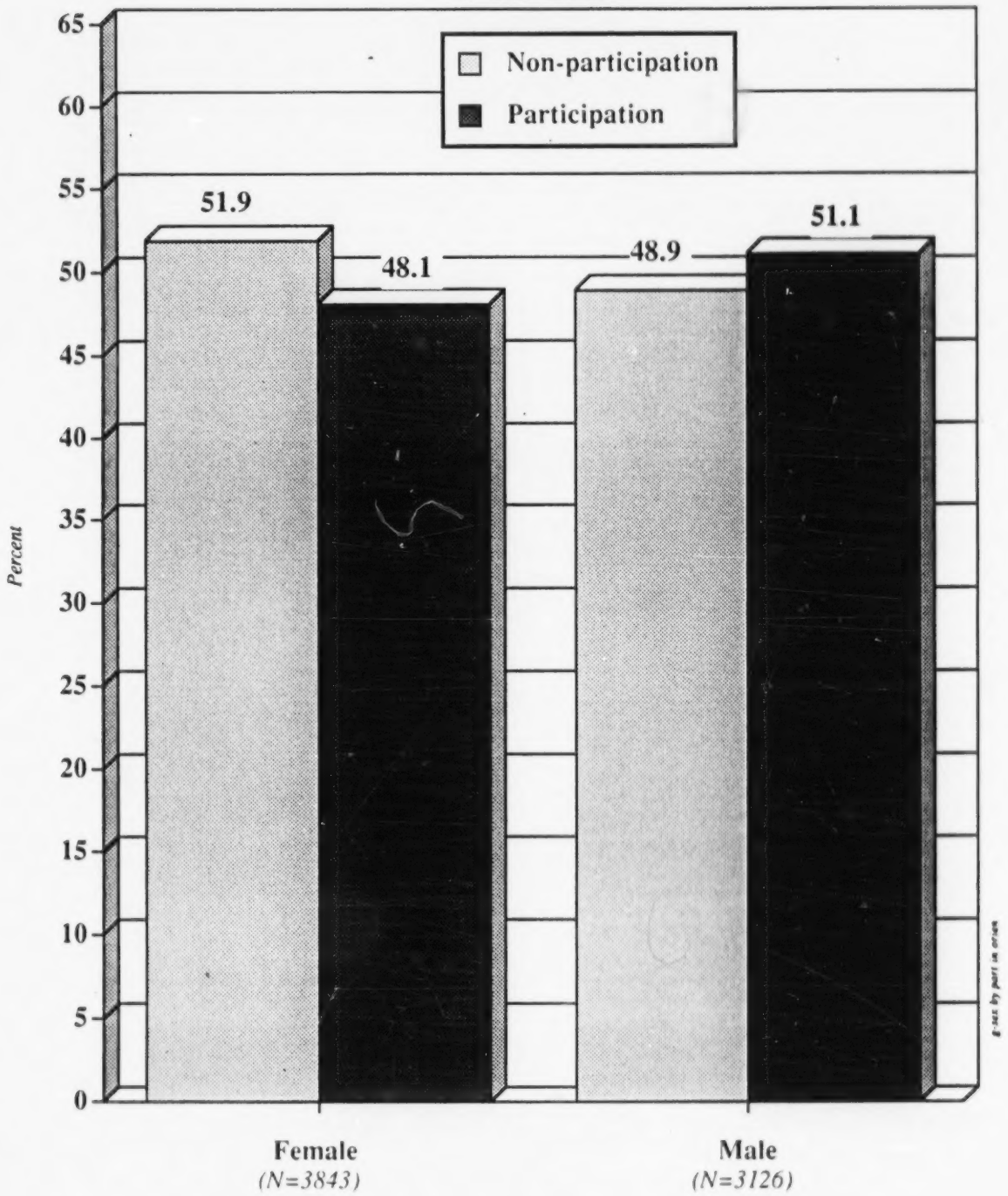
Percentage of students who have used matriculation services
by
Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



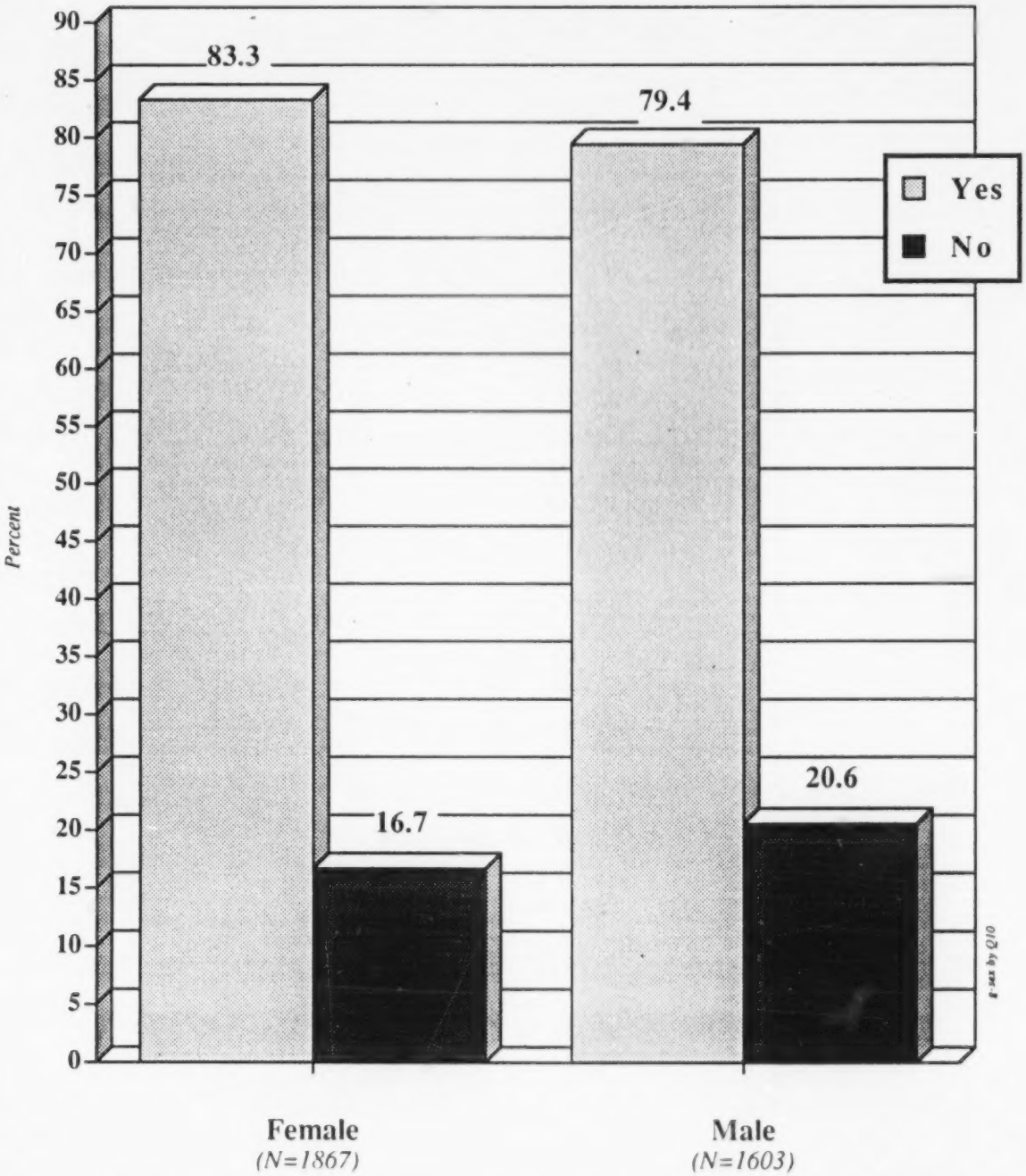
Q7: Please indicate your educational goal by Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



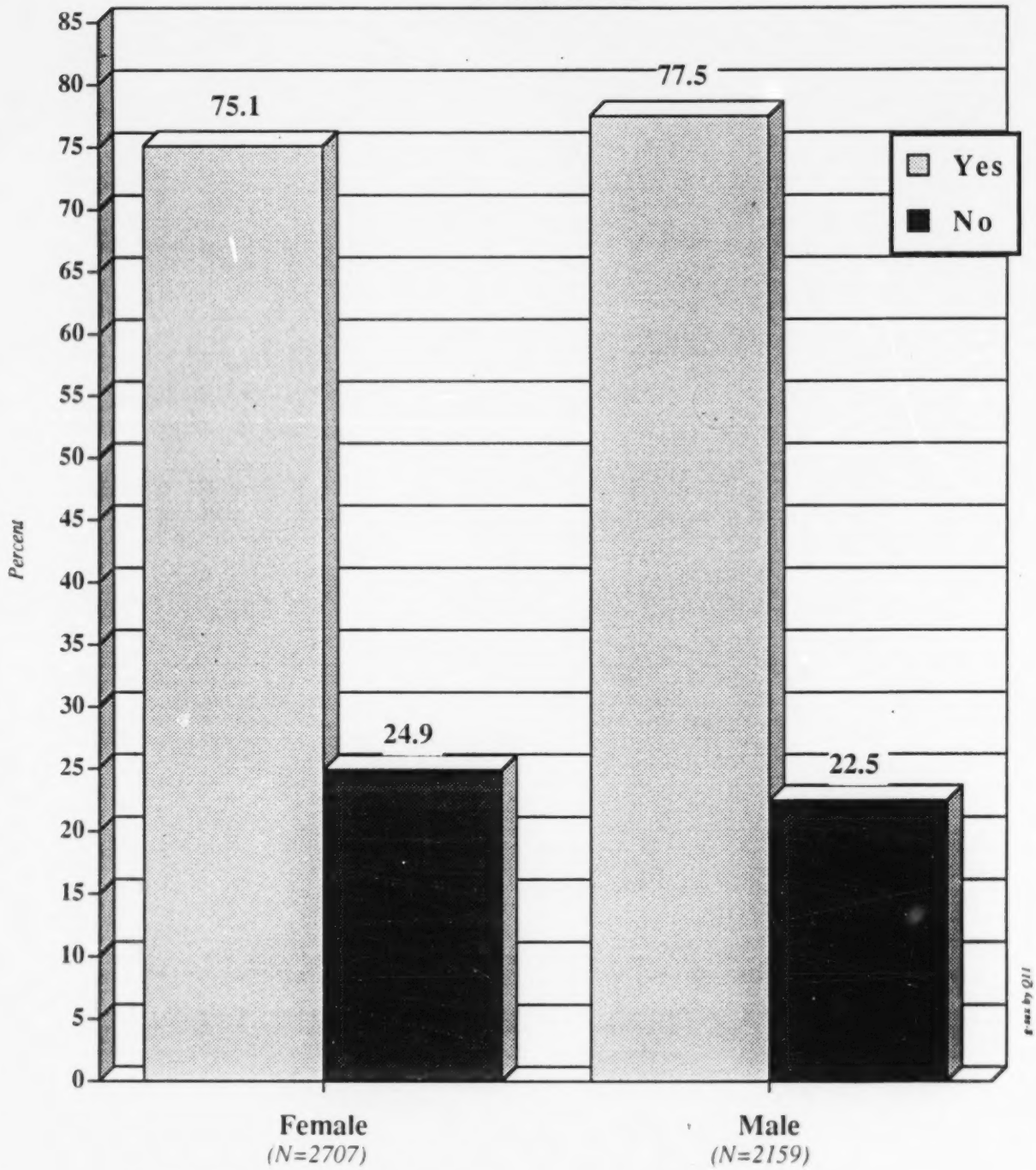
Percentage of students who participated in orientation
by
Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



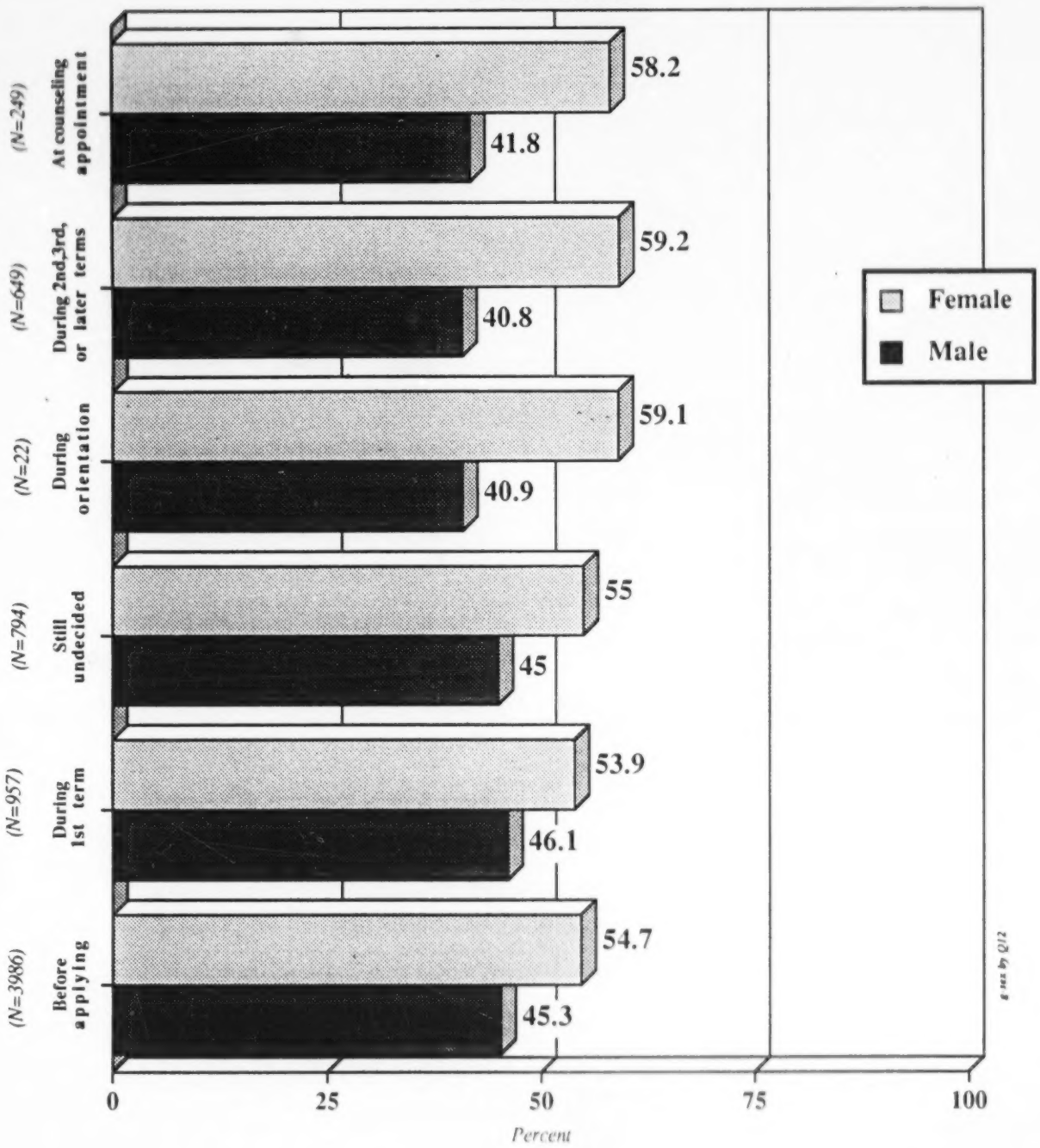
Q10: Were you informed about your rights and responsibilities as a student during your orientation?
by
Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



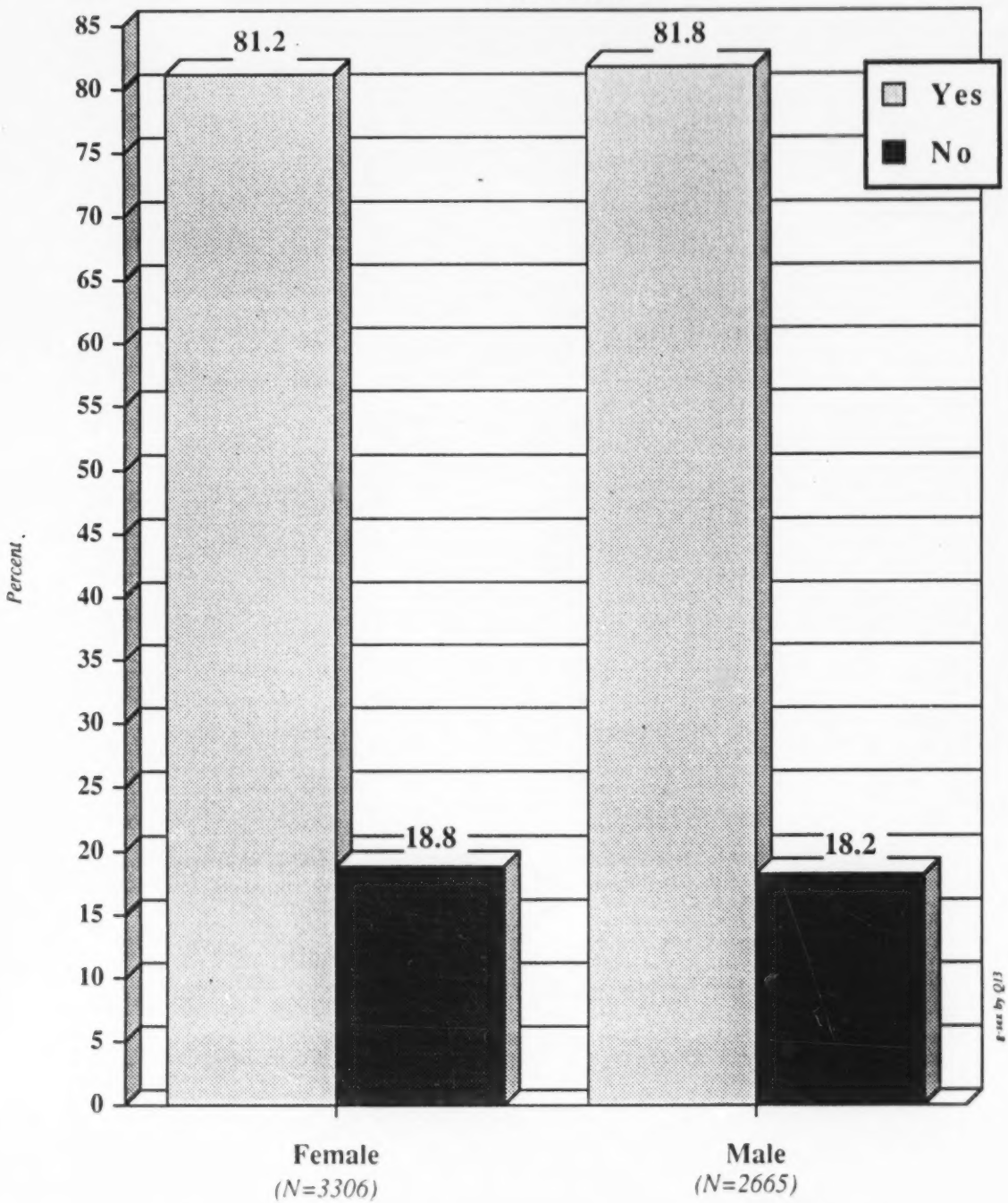
Q11: Have the services you have received help to clarify your educational goals and how to achieve them?
by
Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



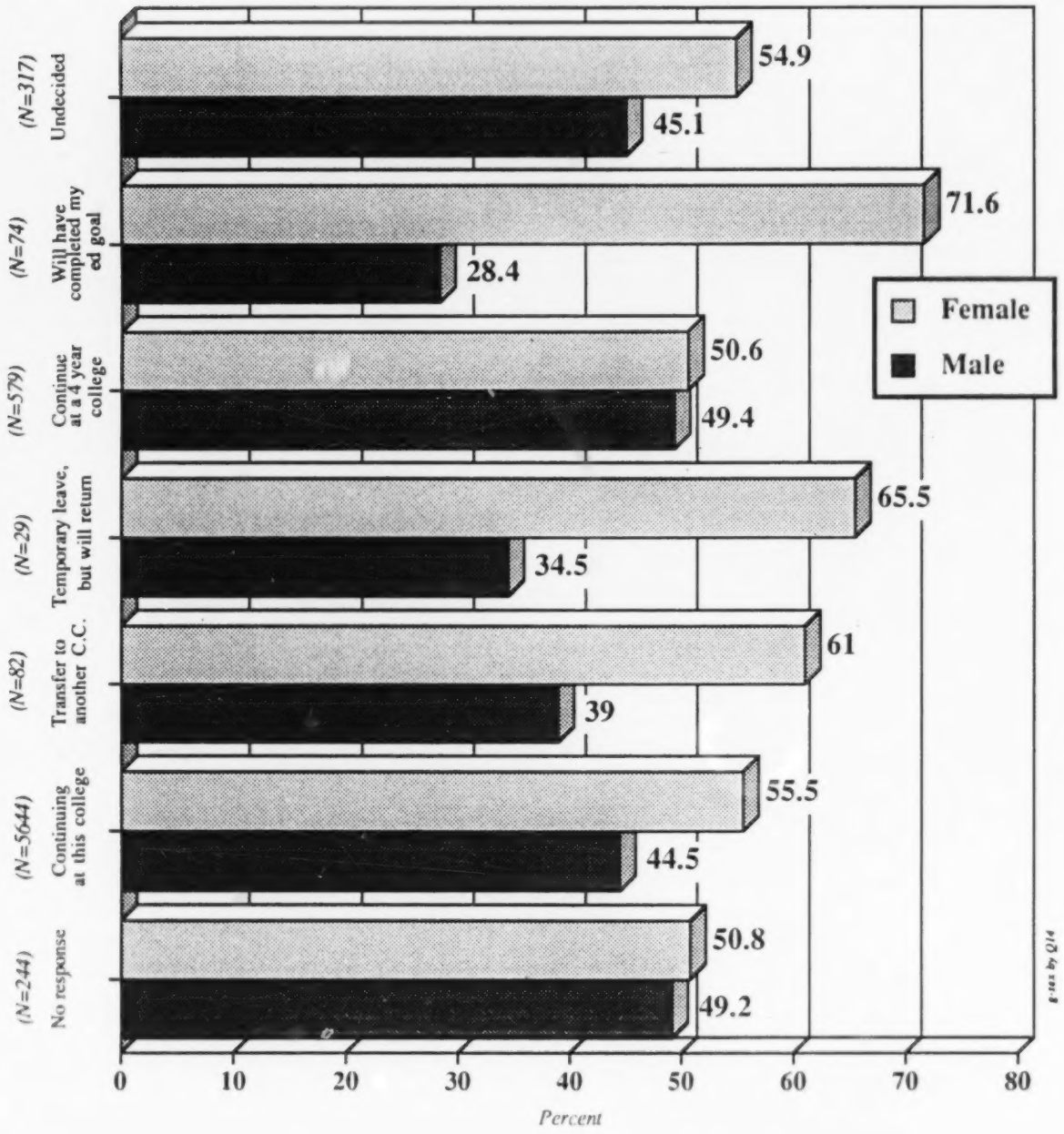
Q12: When did you first decide upon a specific educational goal to pursue at this college?
by
Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



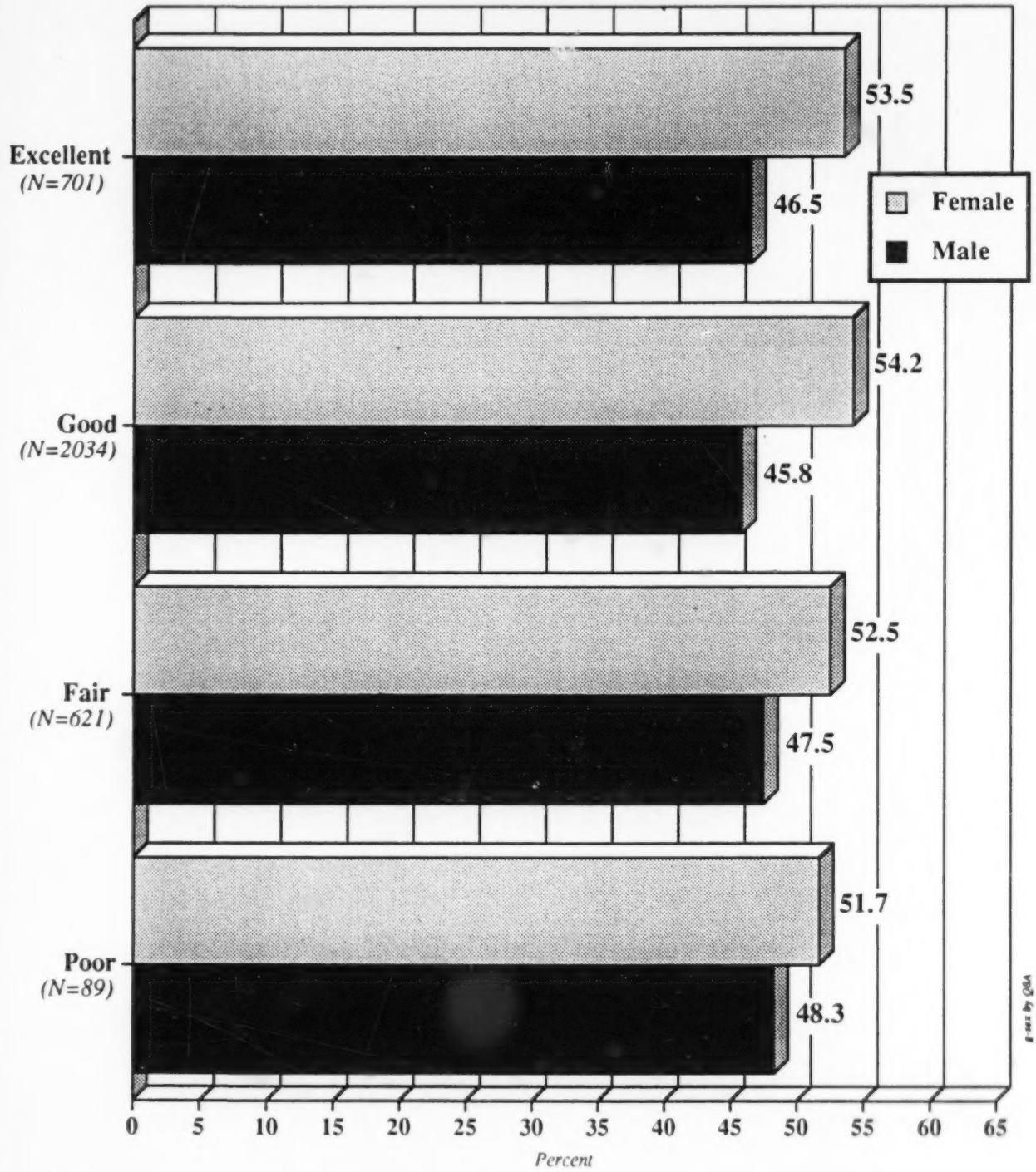
Q13: Have you been provided with information to help you understand course and basic skills prerequisites?
by
Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



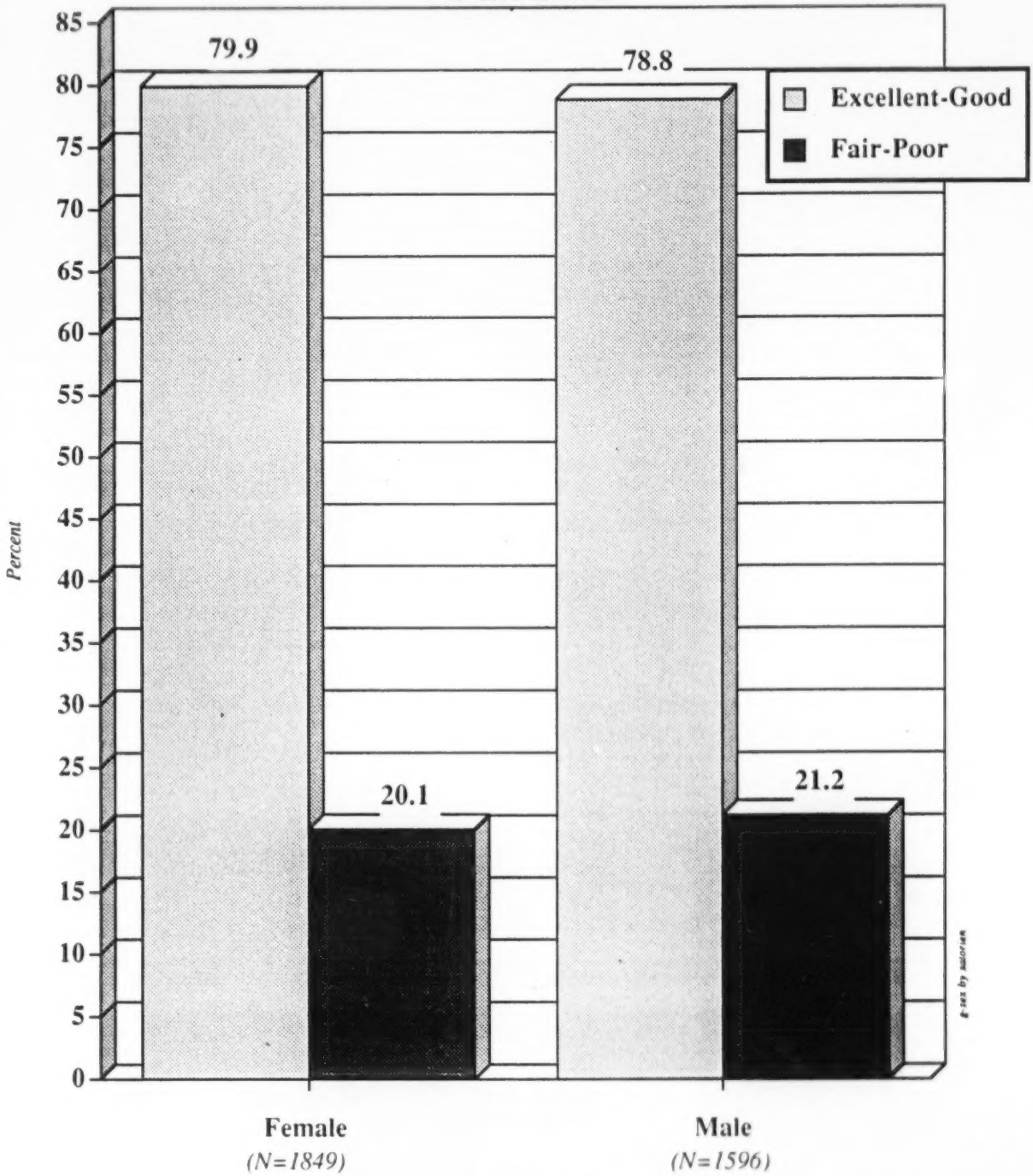
Q14: What will your student status be next term?
by
Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992

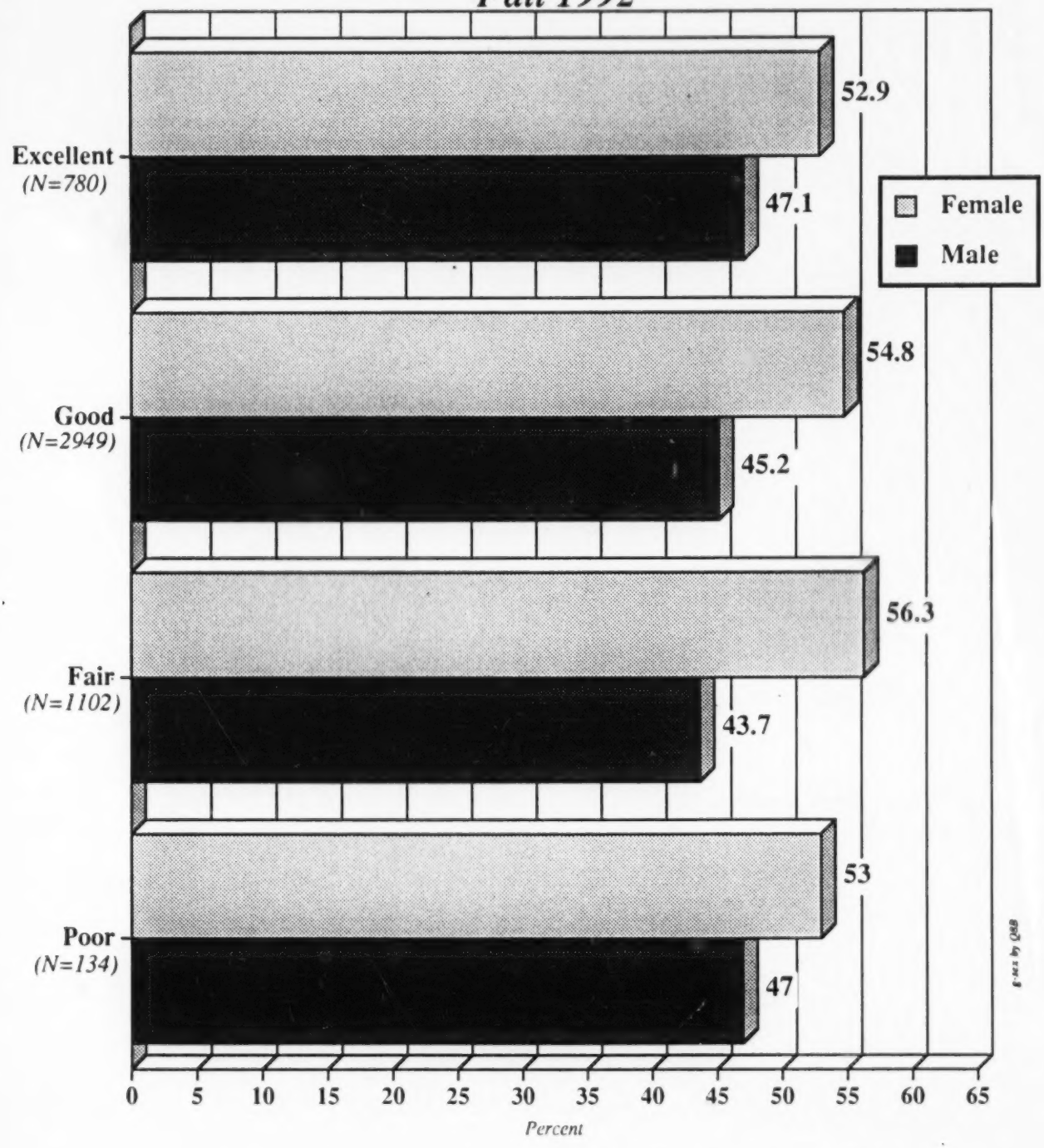


Q8a: Please evaluate your orientation session?
by
Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992

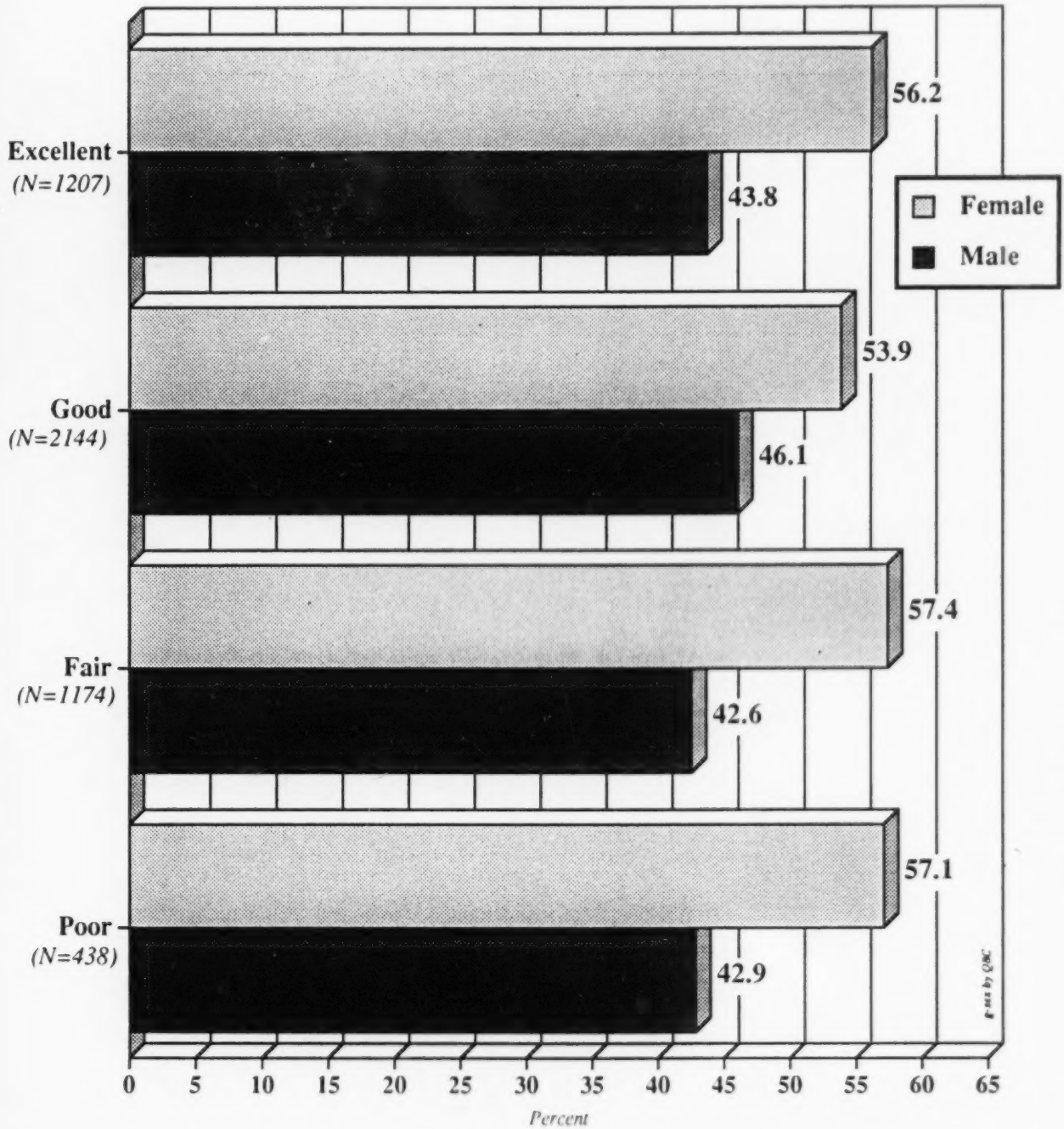


Q8a: Satisfaction ratio for orientation
by
Gender



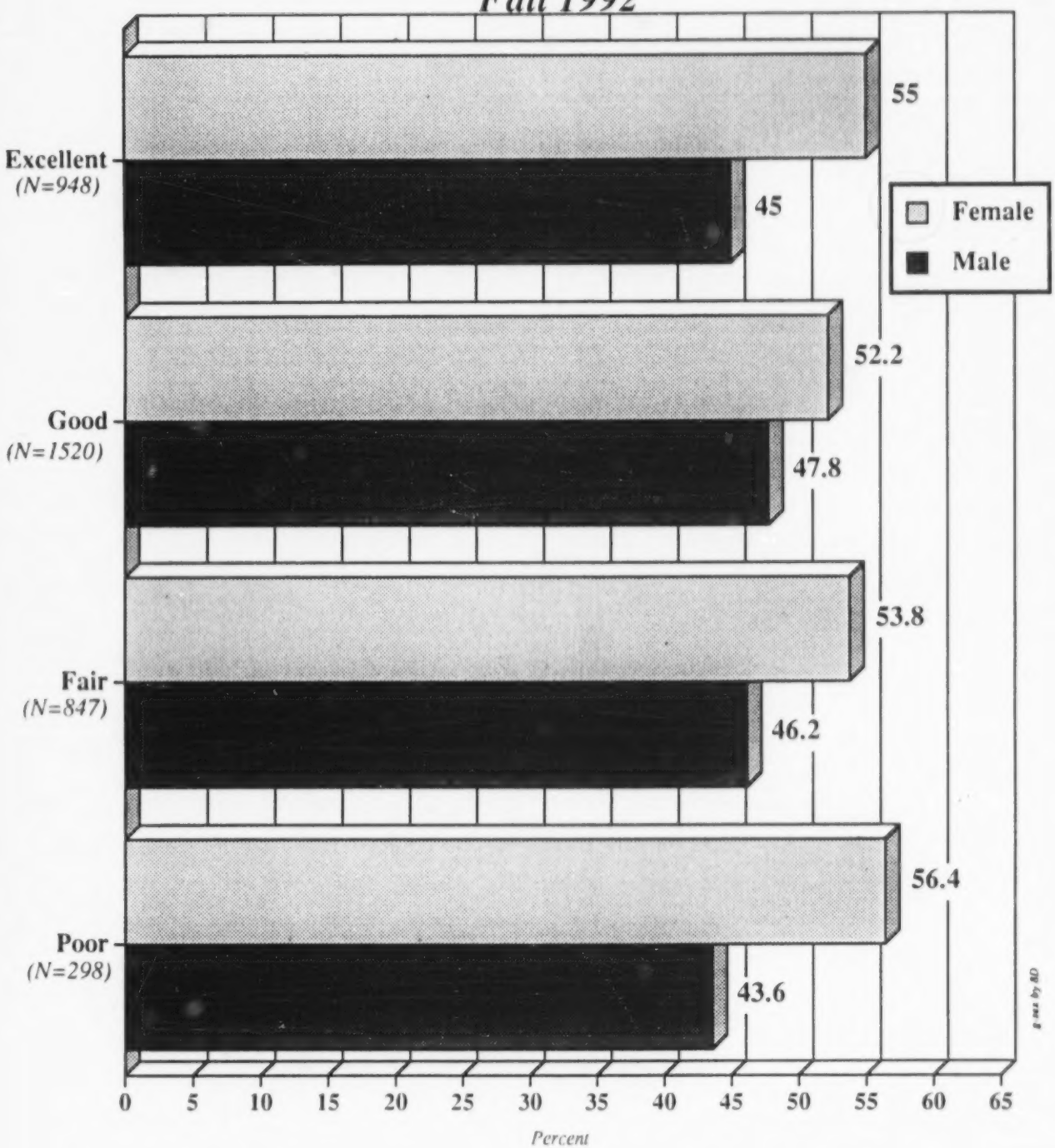
Q8b: Please evaluate your Reading/Math assessment by Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



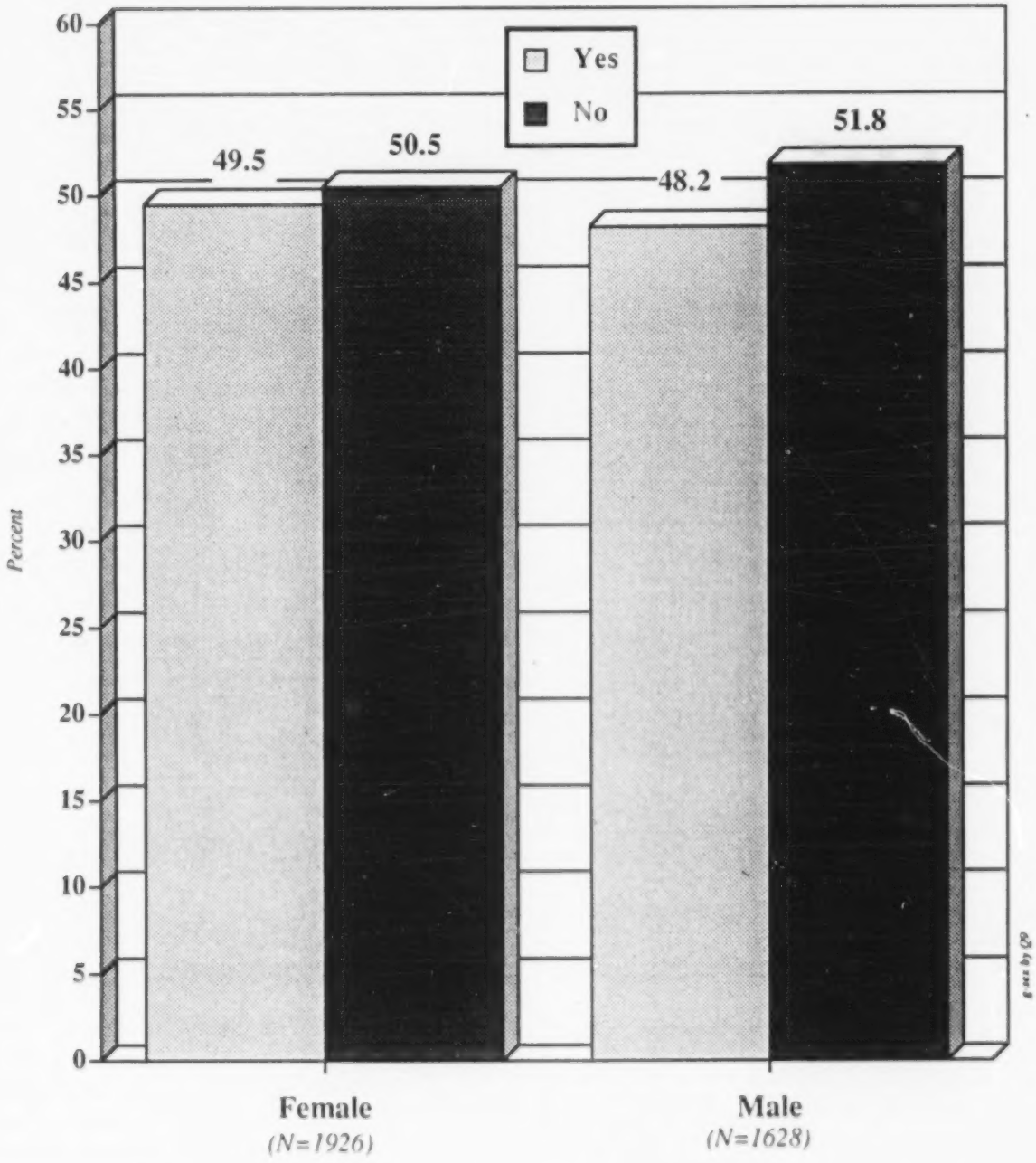
Q8C: Please evaluate your Advisment/Counseling
by
Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



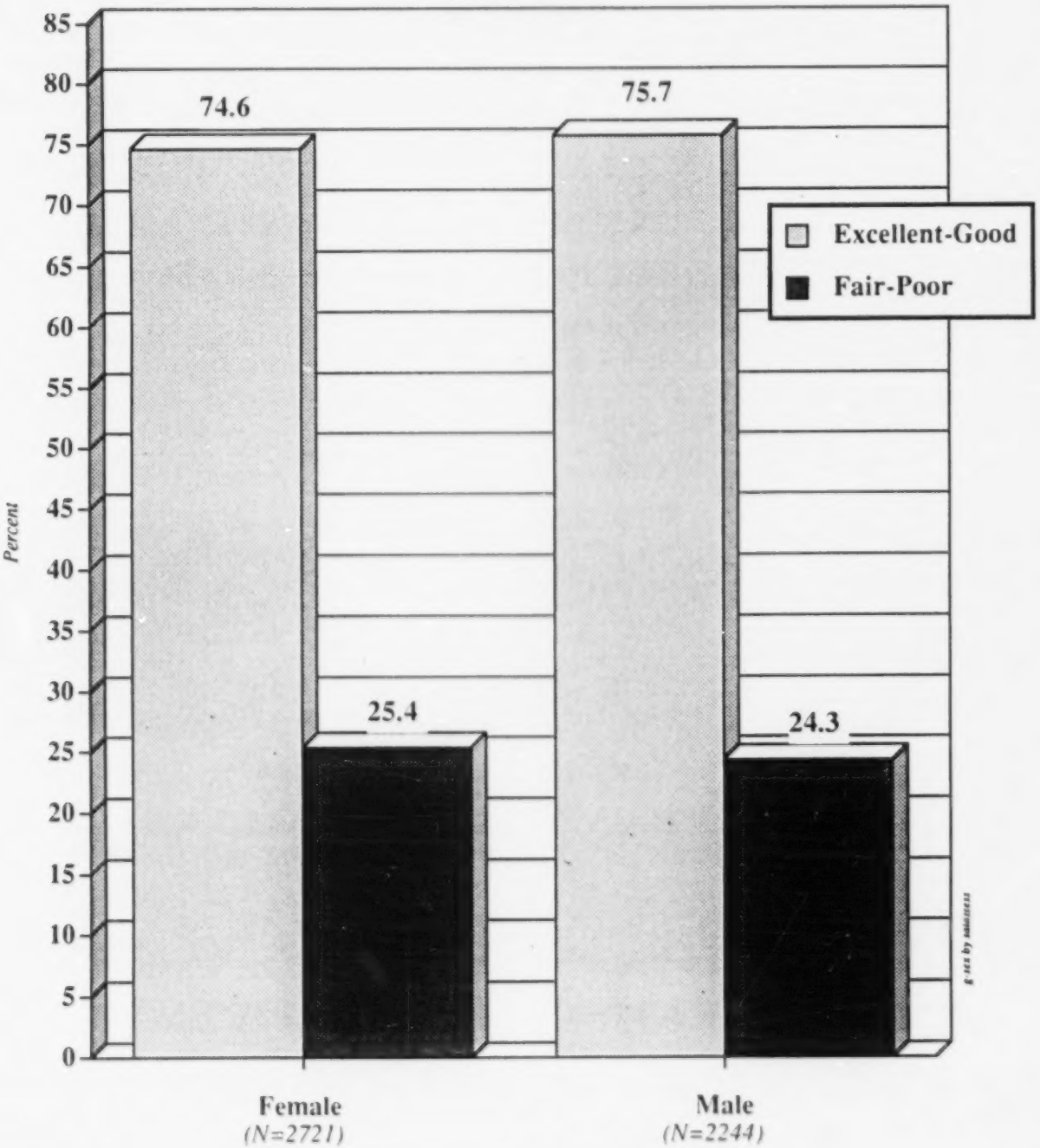
Q8d: Please evaluate your Educational Plan Development by Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



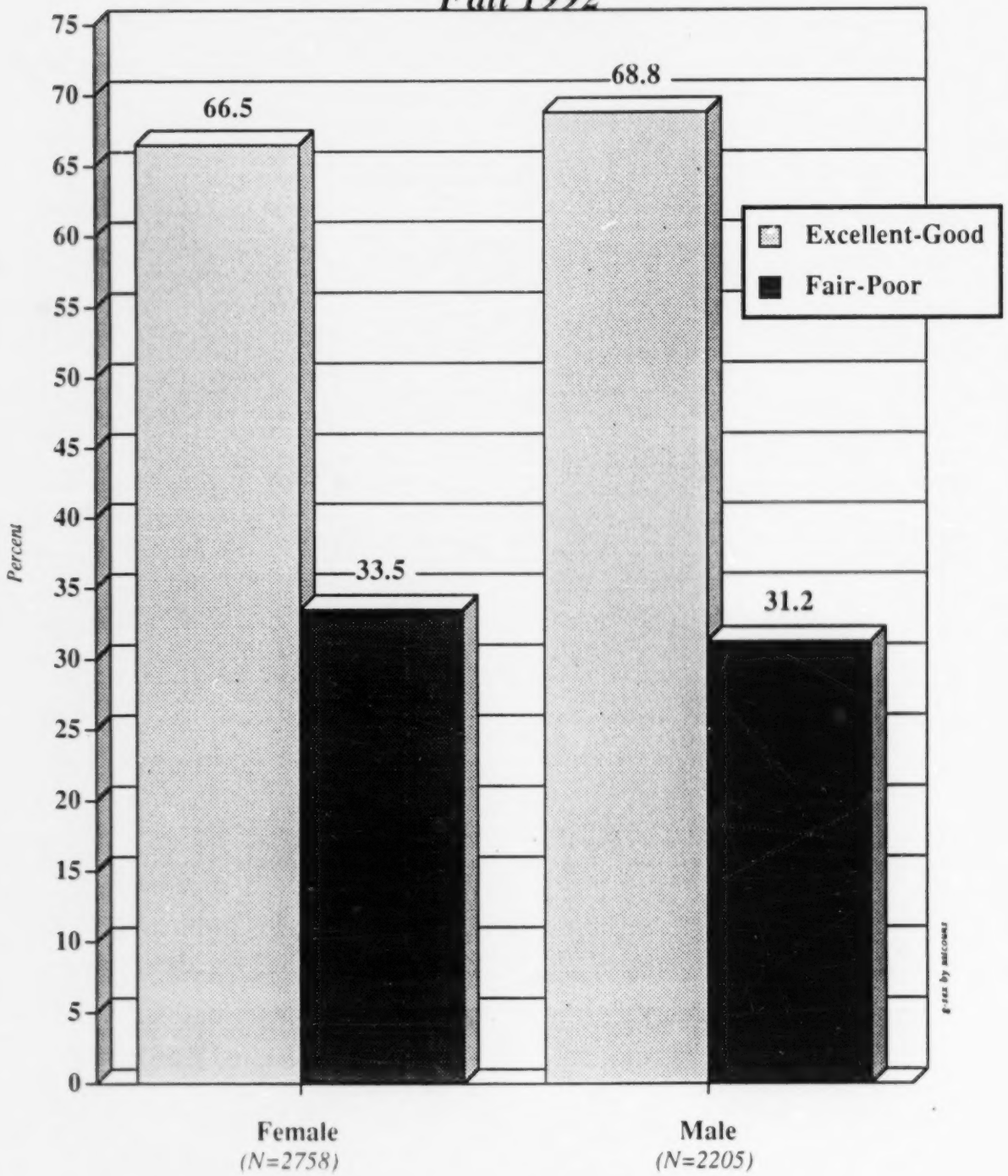
Q9: Did attending the orientation session influence you to visit or use other campus services?
by
Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



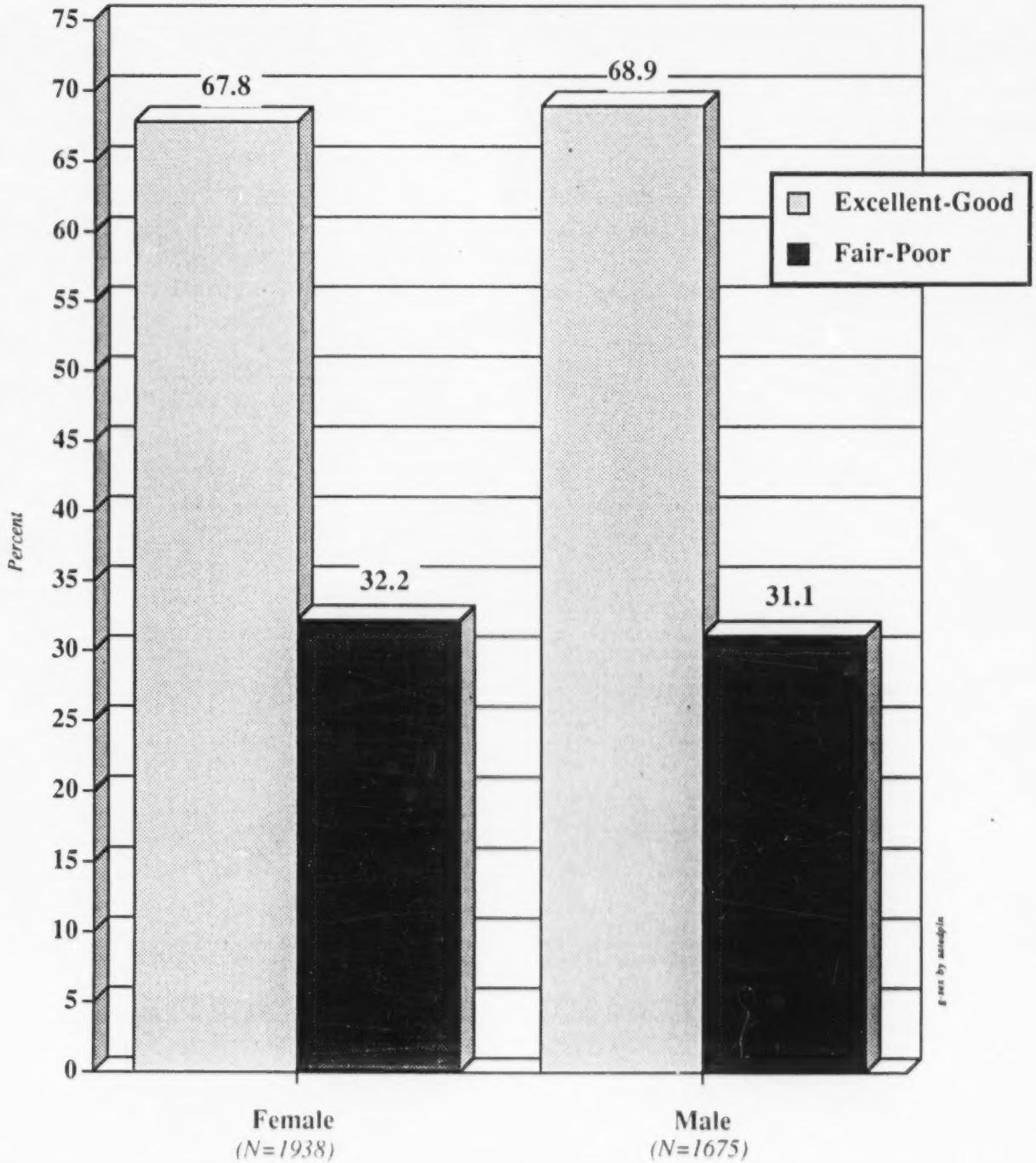
Q8b: Satisfactio ratio for assessment
by
Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



Q8c: Satisfaction ratio for Advisement/Counseling
by
Gender

San Diego Community College District
Matriculation Services Survey
Fall 1992



Q8d: Satisfaction ratio for Educational Plan development
by
Gender

Appendix B

Matriculation Services Satisfaction Survey Instrument

SURVEY INSTRUMENT

STUDENT SURVEY -PLEASE COMPLETE

We want your opinions about our educational services. Please take a minute to answer the following questions.

1. Which best describes your ethnicity?

Asian	African-American	Anglo-American
Pacific Islander	Latino/Hispanic	Filipino
Other		

2. Gender

Male Female

3. What is your residential zip code? _ _ _ _ _

4. When did you first enroll at this college

Fall_____ 19____
Spring____ 19____
Summer____ 19_____

5. How many units will you complete this term?_____

6. How many units have you completed at this college prior to this term?_____

7. Please indicate your educational goal

Transfer without Assoc. Deg. Transfer with Assoc. Deg.

Assoc. Deg without transfer	Vocational Deg. without transfer
Transfer with Vocational Deg.	Prepare/Advance in Career
Certificate	Discover interests
Skill Development	Undecided

8. Please indicate which of the following activities you have participated in and your evaluation of these activities?

Participated	Excellent	Good	Fair	Poor	N/A
Orientation					
Reading/Math Assessment					
Advisement/Counseling					
Educational Plan development					
Not aware/have not used these services (**if Yes, skip to last question**)					

9. Did attending the orientation session influence you to visit or use other campus services?

Yes No Did not attend

10. Were you informed about your rights and responsibilities as a student during your orientation?

Yes No Did not attend

11. Have the services you have received help to clarify your educational goals and how to achieve them?

Yes No N/A

12. When did you first decide upon a specific educational goal to pursue at this college?

Before applying to the college
During orientation session
During my first term at the college
During my second, third, or later terms.
I'm still undecided

13. Have you been provided with information to help you understand course and basic skills prerequisites?

Yes No Not Applicable

14. What will your student status be next term?

Continuing at this college
Continuing at a 4 year college
Transferring to another community college
Will have completed my educational goal
Temporary leave, but will return
Uncertain at this time

15. Please indicate which college you are enrolled in:

City Mesa Miramar
ECC

References

State Chancellor's Office of the California Community Colleges (SCOCCC) (1989). **Matriculation Local Research Options Project**. Sacramento, CA: Matriculation Unit.